



SEPTEMBER 28th, 2019
WINDHAVEN PARKWAY, AUSTIN RANCH, THE COLONY

RED BULL SOAPBOX RACE CRUISES BACK INTO DFW THIS SEPTEMBER

Now through July 15 teams in the Dallas-Fort Worth area can apply to build and drive their homemade car through the crash-course at Austin Ranch in The Colony

DALLAS, TX (July 19, 2019) – Red Bull Soapbox Race, the world's wildest downhill racing competition, has announced its return to Texas on Saturday, September 28 in what will be the first iteration in the Dallas-Fort Worth region since 2012. The highly competitive application phase is officially open, but will close on July 15 when up to 70 teams will be selected to participate. Those chosen will see who can navigate their homemade car the fastest through a downhill course, filled with obstacles and potential crashes, in front of a crowd of tens-of-thousands.

Although the thrills and spills of the race can generate the crowds' biggest roars, the event is fueled by more than just the need for speed. Participating teams are also driven by creativity and comradery. Teams are judged on a criterion of one-third speed, one-third creativity and one-third showmanship. So, in addition to building the quickest car, teams will also need to impress the judges and crowd by how outrageous and charismatic they can be.

Teams of five can now enter their craziest car concepts through the formal application found at [the Red Bull Soapbox DFW website](#). Past applicants have found inspiration for their car's designs in everything from their favorite food to their local sports teams' outrageous mascots. Everything is bigger in Texas, so who knows what's in store for this year's race. Whatever it takes to get the Texas crowd excited and their car speeding down the hill!

Applying to participate in Red Bull Soapbox Dallas is free, but applicants must be 18 years or older to enter. For more information please visit redbull.com/soapboxdfw

SOCIAL: @redbull #RedBullSoapboxRace

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