

**INFINITI MOTOR COMPANY**

1-1-1 Takashima, Nishi Yokohama  
Kanagawa, 220-8686, Japan

[www.infiniti.com](http://www.infiniti.com)

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## MEDIA INFORMATION

BIOGRAPHY – ALICE CHASE

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[Alice Chase](#)

Auto Writer and Founder of *Thrill of the Chases*

Midwest native and Texas resident Alice Chase grew up around cars. Chase eventually found herself in several writing roles, not only covering the auto industry, but also travel, lifestyle, and even tech for a variety of media outlets. Her experience led to the creation and success of her family's blog, [Thrill of The Chases](#), which saw tremendous success. In the past year, Chase transitioned into a high-profile social media communications role with Perot Museum in Dallas in partnership with National Geographic, all while continuing to be a full-time auto writer. Chase is also the current Vice President of the Texas Automotive Writers Association.

This year, Chase is gearing up for another challenging milestone in her auto career as a first-time competitor in the fifth annual [Rebelle Rally](#), the first women's off-road navigation rally raid in the U.S. From October 8 to 17, Chase will join dozens of other women (a mix of professionals and novices) who will test their driving and navigation skills over 10 days of competition – which spans more than 2,000 kilometers across the Nevada and California desert and is based on the elements of headings, hidden checkpoints, time, and distance using maps, a compass, and roadbook. No GPS or outside help is permitted.

Chase's first experience with Rebelle Rally, similar to her teammate and fellow journalist, [Nicole Wakelin](#), was attending as media to cover the event in previous years. The level of camaraderie and passion she saw displayed among the participants resonated with



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her, so much so that she knew she wanted to be part of the competition someday. "As adults we don't often make big wishes and dream for ourselves the way we once did. Being part of the Rebelle this year was something I've wished for," said Chase.

While Chase has dabbled in off-road drives throughout her career, none have been of the magnitude of Rebelle Rally, in which she'll take on the role of navigator; Wakelin the driver. The pair - who have known each other through automotive events - plan to take on the experience together as a support system. "Nicole and I have become great friends and colleagues over many years coming up in the automotive world -- with so few women covering the space it was easy to find each other," stated Chase. "It's going to be so exciting to rally with her for 10 days in the desert."

Chase and Wakelin will take to the desert in an **INFINITI QX80**. In addition to providing the vehicle, INFINITI will also make light off-road modifications to the QX80 prior to the rally.

Chase currently resides in Dallas, Texas and will head out to California in August to begin her physical Rebelle Rally training alongside Wakelin. Come rally day, she looks most forward to spending time with the competitors who she refers to as, "Wonderwomen - both fiercely competitive and fiercely compassionate in nature."

-Ends-

#### **About Rebelle Rally**

The Rebelle Rally, entering its fifth year, is the first women's off-road navigational rally raid in the United States. The event has a unique challenge and scoring system where precise navigation, not speed, is the ultimate goal. Participants trade in cell phones and GPS for old-school navigation in a competition for the elements of time, distance, headings, and hidden checkpoints. Armed with just maps, compasses, and roadbooks, 40 teams of two will be pushed to their limits as they make their way across 2,000+ kilometers of Nevada and California's iconic terrain. Starting October 8 in Lake Tahoe and finishing October 17 along the famed Glamis Dunes, the competition is the longest competitive off-road rally in the nation. For more information including live show and tracking, visit [www.rebellerally.com](http://www.rebellerally.com)

#### **About INFINITI**

INFINITI Motor Company is headquartered in Yokohama, Japan with operations around the world including regional offices based in the Americas, China and INFINITI International Markets based in Dubai. The INFINITI brand of premium automobiles are assembled in manufacturing facilities in Japan, North America and China. INFINITI



design studios are located in Atsugi-Shi near Yokohama, London, San Diego and Beijing.

More information about INFINITI and its industry leading technologies can be found at [www.INFINITI.com](http://www.INFINITI.com). You can also follow INFINITI on [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#) and see all our latest videos on [YouTube](#).

#### Contact - INFINITI Communications

Wendy Orthman  
General manager, Global Communications  
[wendy.orthman@infiniti.com](mailto:wendy.orthman@infiniti.com)

Stephen Coughlan  
Senior manager, Product, Global Communications  
[Stephen.coughlan@infiniti.com](mailto:Stephen.coughlan@infiniti.com)

Michelle Hogan  
Manager, Global Communications  
[Michelle.hogan@infiniti.com](mailto:Michelle.hogan@infiniti.com)

