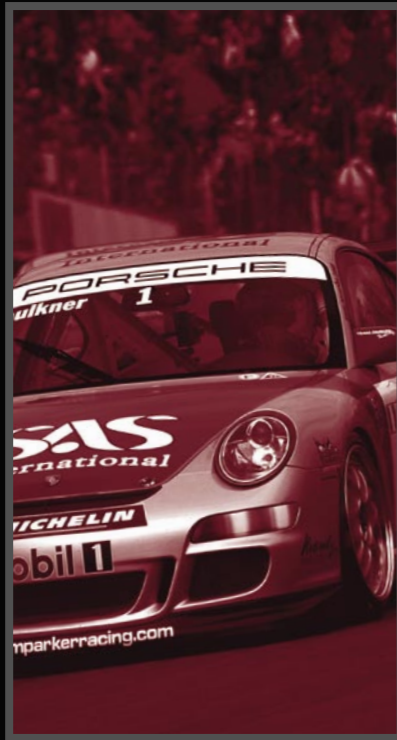


RACE ACADEMY



Introduction

Throughout the range of sporting arenas it has long been recognised that young talent needs to be nurtured.

Gifted tennis players can hone their skills at a tennis academy. Talented golfers can go to a golf academy, and there are countless football academies all over the world, nurturing the footballers of the future.

The founders of Race Academy saw the need for a motorsport academy, a centre of excellence created to transfer knowledge and experience from industry experts to the stars of the future.

Race Academy is an independent training scheme that takes on drivers with potential and helps them to make the most of their talent.

Maybe you're a karter?

Maybe you're already competing in single-seaters?

Or you're just starting out?

Whatever your level, Race Academy will help you to achieve your targets.

Driving

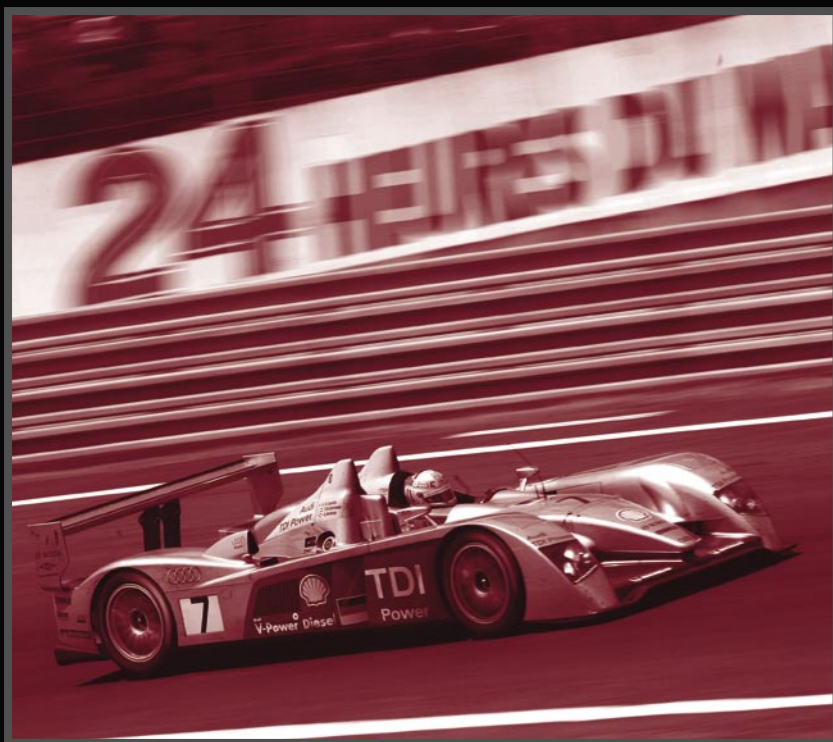
Engineering

Media Communications

Physical Training

Psychology





Why do we need an academy?

If you are just starting out in motorsport or maybe your career is well underway, what do you do next?

- Go to any of the race driving schools or instructors to learn race driving skills.
- Go to a media training company to learn how to deal with the press.
- Employ a trainer to make sure you are fit.
- Find a mind coach who can help you focus.
- ...the list goes on.

Finding the right experts takes up a lot of time and can be a hit-and-miss experience, not to mention the expense.

Race Academy has been established to provide everything a driver needs in one place. It provides the best overall support, saves money and, more valuably, time.

Why choose Race Academy?

Race Academy was founded as there was a need for a single solution to the many needs of a racing driver who wants to reach the top of their profession.

Both the founders and all the academy teachers are active in the various sectors of the motorsport industry including karting, Formula BMW, Formula Renault, F3, GT and of course Formula One.

How does Race Academy work?

Based at the Silverstone Innovation Centre, at the heart of the UK's motorsport industry, Race Academy provides everything a driver needs to make the most of their potential, effectively a "one-stop-shop".

Lessons take place at the Silverstone Innovation Centre, but also off-site, at race tracks, fitness centres and race team headquarters across the UK.

Each student joins the academy for 12 months and teaching classes run throughout the year, with one class being held almost every single week. The timetable is flexible so as not to interfere with racing schedules, part-time jobs and other studies.

Race Academy is open to all racers who want to be the best that they can be, whatever your level and whatever your category of racing.

An analogy:

A young golfer who can hit the ball from tee to pin would be a superstar, but it's clearly not that simple.

There are many bunkers along the way that the golfer will learn to avoid through experience.

Race Academy teaches from experience in order to keep you out of the bunkers!



What will I learn at Race Academy?

There is no better teacher than experience and that is exactly what Race Academy offers its pupils. The benefit of years of ongoing experience, in different sectors of the motorsport industry.

Driving

Today's racing driver needs to be as fit as a fiddle, a great talker, charismatic, mentally-focussed and have a good understanding of engineering. However, all of the above are of no use if the driver can't drive the wheels off any type of racing car, in any situation. When all the managers, PRs, physios, engineers and mechanics have done their job it is the driver who is left alone in the car. This is the moment when it comes down to the basic skills. Our drivers must be able to drive faster than anyone else, every time.

Driving workshops will be broken down into the following areas:

- One-to-one in-car tuition in road cars with experienced driver coaches.
- Test sessions in race cars using driver coaches, engineers and data.

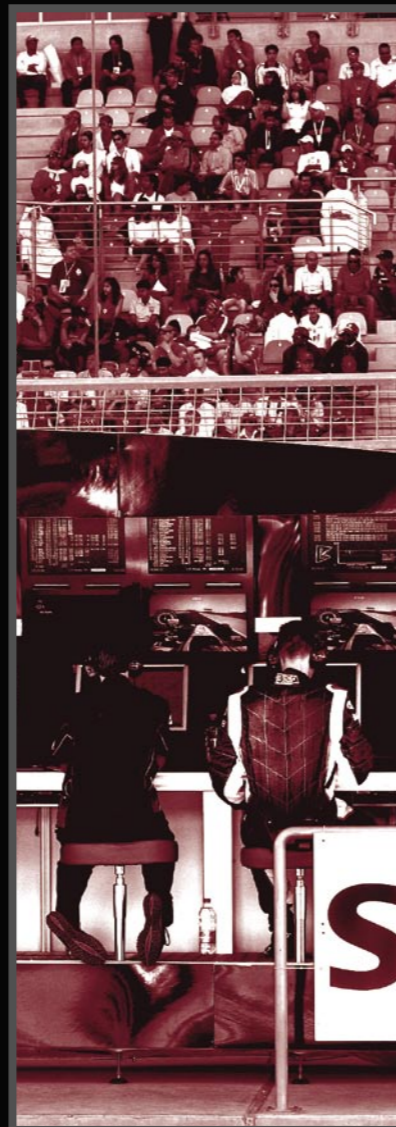
Our process will educate and inspire our students through a series of teaching sessions with our in-house experts in the following primary fields:

- Tuition in twin-seat racing cars, such as Radicals etc.
- Race-craft (the hardest thing to teach). We will use karting as our tool.

Driving modules will be adapted to suit a driver's current level of experience.

In addition to the on-track activities, advice on the many aspects of driving a car professionally will be passed on by current and past champions. Students will learn from experienced drivers specific features of any circuit in Europe, qualifying techniques, start procedures, race craft, driving in the wet and countless other skills that make the difference between P7 and P1.





Engineering

As racing cars become more technically-advanced and track time is restricted, the more important it becomes for a driver to have a good understanding of the engineering side of racing.

At Race Academy you will learn how to work effectively with an engineer both in the classroom and on the track. You will also be taught how to understand why your car is doing what it does and how you can get the best from it.

Within this module you will also learn how to work with, and get the best from, your mechanics, technicians and other team personnel.

There is a lot to learn in the Engineering module including:

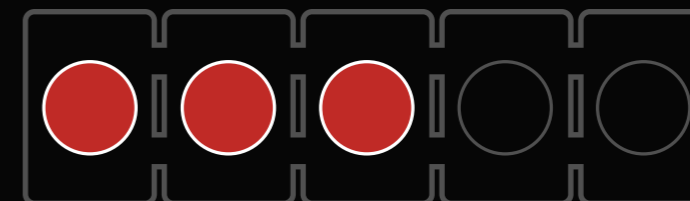
- // Suspension components and geometry
- // Effect of external forces
- // Dampers
- // Aerodynamic effects
- // Tyre compounds and constructions
- // How do tyres work?
- // Geometry effects - toe, camber and caster.
- // Tyre temperature and pressure
- // Data-acquisition

Physical Training

The best driver is a combination of many factors: talent, commitment, focus etc. An essential box to tick is fitness. Drivers must be as fit as possible because if they are not they will never reach their full potential.

Each driver will receive a full physiological analysis, including health screen (bloods, scans, etc as required) and video analysis as required (e.g. some drivers who run a lot suffer from certain problems associated with poor running techniques). Isokinetic analysis for muscle function can make this driver specific for upper limb function/neck muscle function. Agility and co-ordination testing can be done as required.

A fitness programme for each driver will then be instigated, making sure that they have a clear view of progression and what they will be required to commit to make it to the top.





Media Communication

Media skills are important to today's racing drivers. Drivers must be able to get their point across, whatever the circumstances, and sponsors want a fascinating and charismatic spokesperson for their brand.

This module will consist of several elements:

- 'Live' interviews – Drivers must be able to get their point across, whether it's good or bad news. We will teach them how to speak under pressure and deal with a television camera.
- Print interviews – What do the media want from a driver? Learning to be measured but not guarded with the media. This section will include lessons on how to deal with the tabloid press.
- Public speaking – necessary for appearances, garage tours and general confidence.

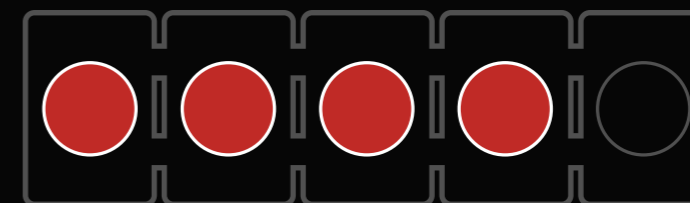
Psychology

A driver's mental health is just as important as their physical health. We will assess drivers' patterns of thinking and processing information – this will be based on known styles of thinking – the difference that makes the difference between exceptional and average performers.

We will then create a personal coaching plan for the individual to follow during the programme, to encourage self discipline and commitment to learning.

The Psychology module will include:

- Self-awareness and self-assessment
- Goal setting and creating the winning instinct
- The 5-step process to creating state of mind, planning, preparation, mental rehearsal and review.
- The ability to analyse how you do what you do.
- Dealing with difficulties, handling distractions and feedback, learning from mistakes and limiting beliefs.
- Creating the professional approach and discipline.

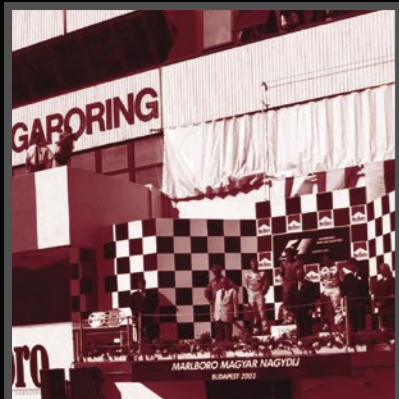




"Circumstances may cause interruptions and delays, but never lose sight of your goal."

Prepare yourself in every way you can by increasing your knowledge and adding to your experience, so that you can make the most of opportunity when it occurs."

MARIO ANDRETTI



When do the lessons take place?

Race Academy students are taught throughout the year, typically taking one class each week, at Silverstone and other venues across the UK. Race Academy fits into the busiest schedules:-

The Race Academy course provides everything a driver needs to succeed but does offer additional services in many areas, including:

Accommodation for foreign students, sponsorship acquisition and advice, website design and management, brochure design and production, driver management, supply of road car, extra driver coaching, PR campaign/management, extra fitness training, supplementary psychological tuition, further engineering tuition, language courses for non-english speaking students.

**the above are extras therefore not included in the annual fee.*

- Track // ● Engineering // ● Track/Engineering // ● Psychological training // ● Physical training // ● Career management // ● Communications // ● Sponsorship // ● Site visit // ● Miscellaneous //

Provisional Timetable

Month 1	Month 2	Month 3
● Track	● Engineering	● Track/Engineering
● Physical training	● Engineering	● Physical training
● Physical training	● Physical training	● Engineering
● Career management	● Psychological training	● Communications
Month 4	Month 5	Month 6
--	● Psychological training	● Physical training
--	● Sponsorship	● Communications
--	● Track/Engineering	○ Site visit
--	● Career management	● Engineering
Month 7	Month 8	Month 9
● Track/Engineering	○ Site visit	● Engineering
● Physical training	● Engineering	● Track
● Psychological training	● Sponsorship	● Psychological training
● Miscellaneous	● Physical training	● Physical training
Month 10	Month 11	Month 12
--	● Communications	● Miscellaneous
--	● Career management	● Sponsorship
--	● Physical training	● Psychological training
--	● Engineering	● Physical training



I'm interested. What happens next?

The next step

We need to know a bit about you now so to get the process started please fill in and return the enclosed application form to us, or download it online from www.raceacademy.co.uk.

Enrolment dates

Each Race Academy course lasts for 12 months from the day of enrolment. There are two start dates each year. March 1st // September 1st

Details on pricing and payment schedules can be found on the application form.

Telephone

+44(0) 1327 856 250

Postal address

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Be Ready!

