



at *VI*Rginia International Raceway
www.campmotorsport.com

PRESS RELEASE FOR IMMEDIATE RELEASE

ANNOUNCING THE ARRIVAL OF THE *VEXTON MARK 1* RIDE CAR THE HOTTEST RIDE CAR COMES TO THE COOLEST CAMP ON WHEELS!

Danville, Virginia - **Camp Motorsport** announces the arrival of the ***Vexton Mark 1*** ride car to their summer camp program at *VI*Rginia International Raceway!

The ***Vexton Mark 1***, custom engineered exclusively for Camp Motorsport, is an open-wheel Indy-style ride car with a two-seater design which puts the driver in the seat behind the rider, so the camper-rider is right up front in the action! The design provides the camper-rider with an unobstructed view of the track, so they can feel the wind, see the line that the driver is taking, and really get a sense of what it's like behind the wheel of an open-cockpit racecar. The rider has their own set of gauges, so they can see their speed, and they also have their own steering wheel, to make the experience more participatory.

Camp Motorsport's focus is on driving and racing education, using curriculum designed to help kids become better, safer drivers. Instruction focuses on precision and defensive driving, where campers learn to apply good car control techniques along with an understanding of handling dynamics. "The ride car ties in well with the driving instructional curriculum, as campers can observe, hear, and feel what they have learned by watching the line that the driver takes on the track, the timing of when the breaks are applied prior to entering a turn, find the apex of the corner as they feel the g-forces; it's an excellent immersion experience." shares Camp Motorsport Director, Diane Tyrrell. "Plus there is the sheer thrill of the ride. Camp Motorsport is one of the few places where a kid can experience what it's really like in an open-cockpit car on a real, full racetrack. It is an experience that they will remember for a lifetime!"

Underneath its ride car exterior, the ***Vexton Mark 1*** is a high-tech high-performance racecar. Powered by a Dodge racing V6 24 valve, fuel injected 3.5 liter engine, is it capable of 150 miles per hour. As a custom one-of-a-kind vehicle, some technical specifications are proprietary, however, other features include fully independent coil over suspension at all four corners, brake bias system, on board fire safety system, Cobra seats, 5 point racing harnesses, and detachable steering wheels for both the driver and rider.

Testing a car where the majority of riders will be kids between the ages of 10-16 required going about things a little differently too. "In addition to testing the car for performance, like you would with any newly engineered vehicle, we also tested the rider experience. Since most of the riders will be kids, we wanted to make sure that everything was both safe & comfortable for participants of various heights & sizes." "We also know that most of the kids will be first-timers to this type of experience, so we tested the ride with those who have never been in a racecar before, and have added in-helmet radios so the camper and driver are in constant communication throughout the ride, allowing for the camper to let the driver know if they want

to speed up, slow down, or stop at any time. Our goal is to provide a high performance ride while ensuring that the camper is having a safe and positive experience.”

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The **Vexton Mark 1** is the brainchild of Harvey Siegel, co-owner of VIRginia International Raceway and Camp Motorsport. “I want our youth to have an experience that is as close to driving a full-sized racecar as possible. In this high-performance ride car, the rider gets the same visual & sensory input that a racecar driver does when driving an open-wheel formula car. Until someone gets to see and feel from that perspective, they can’t really appreciate the real driver’s experience. With this ride car, the camper-rider gets a true sense of dimension and full sense of speed” shared Siegel.

Every camper will have the opportunity to ride in the car while attending Camp Motorsport. “The kids who have seen the car so far keep telling me that it looks like something that Speed Racer would have” notes Tyrrell. “And we can’t help but agree; *if* Speed Racer had a ride car, the **Vexton Mark 1** would be it.”

Camp Motorsport is a race car driving sports specialty summer camp for girls & boys ages 10-16, with a unique fusion of racing with life-skills development and traditional summer camp activities. Camp Motorsport attendees enjoy one-week sessions, and live on-site at VIRginia International Raceway. VIR – near Danville, Virginia - is nestled on 1300 acres of rolling hills & woods, complete with fishing pond, swimming pool, and playing fields. While at camp, campers not only enjoy their own motorsport program but are also surrounded by VIRginia International Raceway’s daily activities, Campers also enjoy all of the fun activities of a traditional summer camp, such as campfires, fishing, sports, swimming, etc.

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High Resolution Photos Available On Request





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