

EXPERIENCE THE EXHILIRATING THRILL OF F1 RACING AT YOUR BUSINESS EVENT

# DRIVE YOURSELF TO POLE POSITION



SOME corporate and conference days can be instantly forgettable-but not one where your delegates were thrilled by the buzz and intensity of racing a Formula 1 car.

F1 RACER provides a unique simulation driving experience in a replica F1 car ideal as a crowd puller to your all important event or launch, adding the wow factor and publicity stunt that actively engages a mass audience. Visitors can really feel the adrenalin of driving round Silverstone, Abu Dhabi, Shanghai, Nuremburg and many other world famous tracks as they corner hard, search for grip and are left with a pounding heart in the race to record the day's fastest lap time. Fully adjustable to accommodate any driver, with triple screens, remote control accelerate and brake pedals its realistic sensations of speed and control through force feedback on the steering wheel provide a simulation unlike any other in its field.

Add that to the paddle gear shift and an integrated rumble pack to give you a truly memorable experience that simply leaves your delegates wanting another go time after time! The car is delivered to the venue of your meeting, exhibition or conference and allows the perfect social tool to unite delegates and enhance total team building and motivational camaraderie.

It not only allows users to race for the fastest lap time but includes an interactive leaderboard and webcam on the drivers' expressions for the crowds to follow and make colleagues become part of each other's attempts at glory.

It creates the perfect competitive atmosphere colleagues will relish in competing against each other and provide an excellent



foundation for businesses to strengthen their team building ethos.

The brainchild of Lincolnshire husband and wife team Dave and Caryl Pell, their highly successful background in sales and marketing has seen their latest venture simply wow the crowds at events only weeks into operation. Their concentration on the quality of the experience through simulation that F1 drivers themselves use creates a phenomenal experience ensuring total immersion and excitement. So sophisticated is the simulation and technology involved, competitors can race against each other in all types of race conditions and with empty,

mid or full fuels, slick or intermediary and cold to warm tyres just like in a race. And the experience can be tailored throughout to providing a fully organised competition with winners' rostrum, Laurel wreaths, race certificates and champagne right through to the car being able to be fully branded in yours or your sponsors personalised logos, personal statements or publicity messages.

Creating the ultimate impact of personalising the car in your chosen logo maximises even further your advertising opportunities and creates an authentic public profile for your business or service, likely to be unique in your industry. Personalised F1 themed stationery, including invites, pit passes, itineraries and clothing can all be provided. There's even the chance to arrange photographers to attend your event and leave delegates with a lasting photo reminder of the day-also perfect as a splash on your latest newsletter, flyer, promotional material or website. The car is delivered to the event on the day, manned by race technicians on hand all day and can be assembled at your chosen venue in just 45 minutes.

Also available is the pit stop challenge. Equally as competitive, race technicians assist competitors with that all important

tyre change to see just who can perform under the pressure. Again fully supervised competitions can add that element of excitement to an otherwise standard exhibition or conference and help bond individuals together. And now F1 Racer are pleased to announce domestic clients can also book an exhilarating day to battle it out against fellow contestants for that coveted magnum of champagne and the glory of being an F1 champion.

Local venues in the region are set to be booked for competitors to have a go for themselves-the perfect Christmas gift or birthday present for any car crazed fan.



But look to book soon as dates are already filling up for 2010 with the F1 Racer team set to visit the Lincolnshire Chamber of Commerce and Grantham Business Awards in the coming weeks. Event venues require ground floor double door width access and a space of at least 1.8m wide by 4.8m long to house the car plus room for your spectators but F1 Racer will be happy to assist you as much as possible to provide a day to truly remember for your business contacts. In essence this is the marketing and social tool you and your sponsors need to make your event unforgettable.

Get in the driving seat and find out more about F1 Racer, contact Dave or Caryl on 0845 643 0003 or visit

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

