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RADICAL OFFERS CUSTOMERS UNIQUE MOTOR SPORT EXPERIENCE

Radical Australia has become the first motorsport marque in Australia to establish permanent facilities for its cars and drivers at a local race track.

Radical's new motorsport headquarters – at Eastern Creek raceway in Sydney – comprises a dedicated workshop capable of garaging up to 35 cars and an exclusive owners' suite within the circuit's pit complex.

It is the first time that the circuit's operator, the Australian Racing Drivers Club, has permitted a motor racing team or manufacturer to take up permanent residence at the circuit proper.

"Many of our customers are busy professionals with limited time to devote to motor racing," said Radical Australia's Greg Smith

"Our new facilities allow Radical owners to quite literally arrive and drive."

"They can park near the pit complex, get changed in the hospitality facilities and walk into pit lane where their car will be fuelled and ready for them to drive on to the track," said Smith.

Cars are pre-prepared in the workshop for owners and the air-conditioned, designer-furnished hospitality suite allows drivers to change into or out of their race-wear or take refreshments.

When the Radical owners have finished driving, they can leave their vehicle at the track to be serviced, repaired – if necessary – and securely garaged in the workshop, ready for their next visit to the circuit.

SR3 owner Mark Lacey says purchasing a Radical and using the Arrive & Drive service has made taking part in track days more viable.

“Previously, I used my road cars on track days, but I found it caused a lot of damage the vehicles and created a lot of complications,” said Lacey.

“Driving the Radical is absolutely hassle-free because the car is purpose-built, properly maintained and my costs are certain.

“It’s a seamless experience – I just turn up and my car is waiting for me ready to go on the track.

“In the past, I probably had only two days on the track each year but now I’m doing about eight track days per year.”

Radical Australia’s Greg Smith says the benefits of the Radical Arrive & Drive service extend beyond comfort and convenience.

“Owners will no longer need to be concerned about transport or logistics for their Radical at Eastern Creek events – we simply roll their car 50 meters onto the track.

“In addition, the cars are securely stored and, if the owner wishes, maintained by our Radical factory-trained engineers to original equipment manufacturer standards.”

Radical Australia currently garages 16 cars at its Eastern Creek workshop and believes the arrangement makes it likely that their owners will drive the cars more frequently than they otherwise would.

“In addition to the 30-plus track days open to Radical owners at Eastern Creek each year, there are a multitude of opportunities for them to get behind the wheel at the end of a non-Radical hire day,” says Greg Smith.

“In some ways what we are creating is the motorsport equivalent of a golf club membership, with all the quality and convenience that that implies.”

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