



Building a Rotax Racing Program

Rotax motor packages have become one of the most popular motor packages in the United States, and sales for the Rotax continue to grow.

And with recent publications running articles on the Rotax, we will continue to see growth in Rotax sales across the United States.

The only problem is that we see the sales figures on the motors but the number of racers that show up to the track on race day are not growing at the same rate.

This is for the following reasons:

1. The new Rotax owner does not know about or how to get into a racing program.
2. The new Rotax owner is intimidated about racing due to their knowledge and skill level.

We have been working with CRE Motorsports in Calhan, Colorado for the last two years in building the Rotax racing program in the Colorado region.

We have had great success in building the program by implementing the information you will find in this report.

By implementing the program outlined in this report you will not only overcome the two reasons stated above that keep new Rotax owners out of a racing program, you will also have the following:

1. Increased sales of Rotax motors, chassis, and accessories.
2. More attendance on race day.
3. Less problems with people pushing the limits in tech.
4. There will be less carnage caused by inexperienced racers.
5. Less warranty problems due to training on the motor package.
6. Racers will tend to stay in the Rotax program (they will not move to other motor packages)
7. You will build a community for the Rotax racers, which will spell fun for all who participate.

The Program

Once per month hold Rotax classes at the facility races will be held at. The classes can be held during the race season, but work best during the off season and during the build up to the new race season.

Who should attend

1. New racers and tuners
2. Experience racers and tuners
3. Racers from other classes
4. People who are thinking about getting into karting.
5. Racers from other organizations (i.e. SCCA, etc.)

Material Covered and Time Frame

1-2 hours: Care and Feeding of the Rotax motor package.

2-4 hours: Off track and on track driving instruction.
(including race protocol, rules and procedures)

2-4 hours: Open practice and community building

Care and Feeding of the Rotax Motor package

This is a class designed to familiarize racers to the motor package. And to help new racers get their new package up and running. The outline of what we cover is posted under "Rotax Toolbox" on the G-RPM website. You will find that participants will attend this seminar numerous times. And experienced racers will tend to add to the class with additional information and will tend to take the new racers "under their wing" to help them get going.



Off Track and On Track Instruction

Start with classroom training on the basics of driving. Helping the students to understand what an apex is, and how to enter and exit a corner. The book we recommend to the racers and teach out of is Ross Bentley's book, "Speed Secrets".

Picture to the right is Bob Perona (Toyota Atlantic Driver) teaching the basics of driving.

Also covering the flags used in racing, what they are for and what they mean. What to expect on race day. (Remember, make it fun, not complicated)



When we put the racers on the track, we start off with a session of "follow the leader". Meaning, we have everyone line up on the track in a single file line and put an experienced racer at the front of the pack. He will drive the track for 5 – 10 laps at 25% speed, and slowly step them up to full race speed. We have found this to be the best technique to teach proper race line.

From here, experienced racers will stand at critical points around the track and take notes on the new racers as they come by. Looking for ways to help them improve their driving technique.

Then we will have them line up and practice mock starts.

Once we have procedures, race line, and starts down. We will run practice races.

Very important Note:

While all this is going on, it is important to have a few experienced tuners on hand to assist new drivers with an mechanical problems that they may have during the day. It is very discouraging for a new racer to attend your event and not be able to take advantage of it because of a minor mechanical problem.



Even Promotion

Promote the event with websites, email list and word of mouth.

In Conclusion

In the movie, “field of dreams’ it was said over and over, “Build it and they will come!” That is exactly what will happen here.

The bottom line to all this is, you have to provide a conduit for people to get involved. And the friendships that are developed lead to great involvement in the racing program and great racing.

Last season when a couple of our racers went to Denton, TX for the RMC nationals, a van full of racers in the program drove to Denton, just to cheer them on.

And when it comes to racing season, I believe that these guy’s and gal’s will do anything thing they can to help each other, and when it come time to hit the track, there is some of the best racing you will see, yes it is competitive and fierce but it is also very clean racing.

This is a somewhat brief report on the program we have put together with CRE motorsports.

I invite anyone with question to contact me at: www.dave.galegor@hshpage.com or call me at 720-535-9720 and I’ll be happy to help in any way that I can.