

World-Class Design for a New Eco-Friendly Race Track Unveiled by Atlanta Motorsports Park

On Thursday, July 30th, Atlanta Motorsports Park showcased the design of its latest project, a new world-class track, to 450 guests at Hennessy Porsche in North Atlanta.

Atlanta, GA, USA (For Immediate Release)—Atlanta Motorsports Park hosted an evening celebration to present the design behind its plans to build a 2 mile long motorsports track. With Bob Varsha from SPEED TV as the MC for the evening, Atlanta Motorsports Park anticipated over 150 guests—in the end, over 450 sports car enthusiasts showed up, including Falcons WR Michael Jenkins.

Atlanta Motorsports Park is launching a one-of-a-kind eco-friendly track designed by famed Formula One engineers at Tilke Architects. It is the only design of its kind in the United States, and the only sustainable Motorsports track in the world. In a video showcase at the event, CEO Jeremy Porter said, “Some people say they believe this track will become truly legendary—141 feet of elevation changes and two of the most famous turns in motorsports have been incorporated into the track. One is Spa Au Rouge, and the other is the Nurburg Ring. This is going to be something that’s going to be like no other motorsports park in the world.” The track contains 6 unique and challenging course configurations and will be open 365 days a year.

While Atlanta Motorsports Park has already sold \$400,000 in memberships, this evening began with another \$100,000 in memberships. These new members were lifted out of the Hennessy Porsche parking lot by helicopter for an in-depth tour over the site of the new track. Guest and founding member Donna Clifford explains, “This is a wonderful opportunity to be part of something really unique—to be able to enjoy your car with good people in a wonderful location and a safe environment.”

Atlanta Motorsports Park is a private country club that offers membership for motorsports fans looking for executive level privileges and amenities. With the celebration of the new design, Atlanta Motorsports Park continues to ensure that it will be North America’s premier location for motorsports enthusiasts who are seeking an elite facility with a country-club lifestyle.

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