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Drive Fast Cars in Atlanta

Atlanta Motorsports Park lets you drive fast and protect the Earth—all at the same time.

Rising out of the red hills of Georgia, [Atlanta Motorsports Park](#) (AMP) seeks to be a motor sport park of a different kind, combining the thrill of the “100 mph Power Lunch” with a luxurious country club and providing something for everyone in the family. It’s also green.

“It’s a country club with a family feel,” says Jeremy Porter, owner and CEO. Luxury is certainly the word in the main building’s members-only second floor with personalised mahogany lockers, outdoor deck with a fire pit and biometric fingerprint technology to allow access to the lounge. Set to open later this year, the road course includes rental of exotic supercars for driving pleasure, CIK-FIA and Formula 1-style curbing and rumble strips, and driving school programmes for drivers from beginner to pro.

The general spaces provide indoor seating overlooking the driving course, play areas for children, horseback riding, a pool and a tennis court. It even offers a private landing strip big enough to land any jet. These things alone would make this an exceptional park with wonderful amenities, a pleasant experience for families or businessmen looking for a unique way to entertain clients.

The truly remarkable thing about AMP, however, is not immediately visible. Its impact, or actually its lack thereof, will be felt around the world. “We’ve been given resources that we need to be good stewards of,” says Porter. “We can’t abuse those resources.” And of AMP’s efforts to create a sustainable park, he adds jokingly, “If we can be green, what’s everyone else’s excuse?”

Indeed, sustainability may not be immediately associated with motor sport parks, but the leaders at AMP are pretty serious about lessening the park’s environmental impact. And they are attracting attention for their efforts: The local branch of the U.S. Fish and Wildlife Service will be touring the complex to see what Porter and his associates are doing to protect the environment. They’ll find much, including a sustainable building design, solar-powered plumbing, tank-less water heaters, the most efficient HVAC system available, thermal resistant windows, supplementary insulation, and the use of high-efficiency lighting and fluorescent bulbs. A storm water system will use reclaimed water for the irrigation of local forests, and AMP will recycle garbage and oil. The asphalt and guardrails are made of recycled materials. And that is just the beginning. AMP will strive for greater efficiency by consulting with environmental experts throughout construction.

Porter, who is a business consultant by day and a fervent racing fan, is serious about creating a positive impact as well as decreasing a negative one, so AMP plans to donate 10% of profits to local charities and non-profits, including US\$300,000 in track time for teen driving programmes. “We’re trying to do things right,” he says.

Sheri Masters is associate editor of *Four Seasons Magazine*.

Photography courtesy Atlanta Motorsports Park

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Rendering of the new Atlanta Motorsports Park, designed by Tilke Architects

[Four Seasons Hotel Atlanta](#), extends gracious Southern hospitality in Midtown, with business, shopping and the arts right at your door.

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