

Tuxedo Road

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Autos | Destinations | Sports | Fashion | Technology
Wine & Spirits | Dining | Grooming | Gadgets | Fitness | Health

Up To Speed

TR takes you inside Atlanta Motorsports Park, a country club for driving enthusiasts and their dream machines.

By Callie Garrett



Scheduled for completion by the end of 2010, Atlanta Motorsports Park will be the place to go to stretch the physical limits and showcase the full range of high performance of your sports car.

How torturous it is to own a world-class automobile that you aren't able to drive as it was engineered to be driven—stretching physical limits and showcasing a full range of high-performance abilities. Well, *TR* is here to tell you how to push that barrier.

Imagine taking your sports car to an immaculate country club track where you could really open it up without the fear of radar and getting pulled over. Introducing the Atlanta Motorsports Park, home to a first-rate track and one of the most innovative country clubs for people who live in the fast lane.

Scheduled for completion by the end of this year, the AMP track

was designed by Hermann Tilke of Tilke Engineers and Architects, the No. 1 track designer in the world. Compatible for super moto, super bike, drifting, karting and, of course, sports cars, the course will be nearly two miles long and 35 to 40 feet wide, with more than six course configurations and 100 feet in elevation changes. One of its straightaways will be a reported 5 to 8 miles per hour faster than Road Atlanta's fastest stretch.

Hesitant to take your \$300,000 roadster out on the track? You may not realize that basic insurance policies will generally cover any damages incurred at AMP because the venue is categorized as a club and

Photos courtesy of Atlanta Motorsports Park.

driver's education facility rather than a bona fide racetrack. Nevertheless, the track also will offer members the opportunity to get the most out of the track with exotic sports cars such as Lamborghinis, Ferraris and many other powerhouses, which will be available for rent. Face it—*TR* readers have a need for speed; it's just a matter of how you choose to fulfill it.

Membership initiation fees range from \$8,000 to \$40,000, and Diamond and Platinum members will be allowed to transfer or sell their memberships (the member would get 25 percent of the sales price in return). Those who have registered already are extremely supportive of the facility and believe it's going to be a great success. "It's a world-class track," says Bryan Moss, a founding member of AMP. "I think there are enough people who have enough passion and interest that would love to have a place that has first-class facilities—a track that is designed by the finest designers in the world."

Located in Dawsonville, the track is only 40 minutes from Buckhead, and is fully committed to having fun safely. AMP will have professional instructors on staff to lead and assist the driving school programs, which will be offered for every level, from beginner to professional. And the track already has

teamed with teen driving programs and law enforcement driver training programs.

Second only to AMP's commitment to protecting its drivers is its passion for protecting the environment. Owner Jeremy Porter and his team are incorporating a number of "Go Green" aspects into the facility's construction, including the installation of solar-powered toilets and water faucets, as well as the use of recycled asphalt and guardrails. "We are trying to be the only green and sustainable motorsports park coming out of the ground in the world," Porter says. "We are cutting-edge in a lot of different areas. We are trying to do everything we can to be a good steward of the resources God has given us."

In the big picture, Porter envisions the park to be a family-oriented property, able to offer clubhouse amenities, a pool, a tennis court, hiking trails, horseback riding, a restaurant, a fitness room and panoramic views of the driving course. AMP wants members to be able to beat lap times in their Ferraris or Aston Martins while their kids are on the kart track or in the pool. "I see the family unit continually eroding," Porter says. "We are trying to impact generations here, to make a difference in family and kids' lives." ▶



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MEMBERSHIPS

Family-Founding Diamond Membership

Up to 180 days annually
\$40,000 initiation fee
Lifetime membership for immediate family
No monthly or daily use dues for life
Full private membership privileges, including access to all members-only amenities
Two personalized lockers
Prime pit stops
Early entry into events
Daily guest fee is \$250; guest may come only twice annually
Membership is saleable and transferable

Founding Platinum Membership

Up to 120 days annually
\$17,500 initiation fee
No monthly or daily use dues for two years
Full private membership privileges, including access to all members-only amenities
One personalized locker
Prime pit stops
Daily guest fee is \$250; guests may come only twice annually

Tungsten Membership

Up to 60 days annually
\$8,000 initiation fee
Only available to individuals
\$150 monthly dues
\$30 daily use fees

AMP Karting Membership

\$2,250 initiation fee due upon signing
\$50 monthly dues
\$10 daily use fee for driving course
50-percent discount on additional family members
Guest kart fee is \$75

Corporate Membership – Level I-III

AMP is offering pre-opening corporate memberships with advertisement and sponsorship opportunities at reduced pricing for those who desire to be part of the foundation.

For more information, visit atlantamotorsportspark.net.