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New Track Planned for Atlanta

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Atlanta, GA, USA (For Immediate Release)—Atlanta Motorsports Park hosted an evening celebration to unveil the new design behind its plans to build a 2 mile long motorsports driving course. With Bob Varsha from SPEED TV as the Master of Ceremonies for the evening, Atlanta Motorsports Park anticipated 150 guests—in the end, over 500 sports car enthusiasts showed up, including Falcons WR Michael Jenkins.

Atlanta Motorsports Park launched a one-of-a-kind eco-friendly track sculpted by the world renowned Formula One design 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 of the greatest minds in motorsports 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 the famous Eau Rouge sector of the Spa-Francorchamps Circuit, and the other is the nostalgic Carousel banked corner found at the Nurburgring. 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.

Guest eager to become new founding members of Atlanta Motorsports Park signed \$100,000 in new memberships before the evening’s presentation began. Also signing \$400,000 in 36 days before, one other best month of new sales was \$300,000. 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.

For further information please contact Jeremy Porter in our news department @ 678-455-3646 or jwp@atlantamotorsportspark.net / www.AtlantaMotorsportsPark.net

