

Road Racing World

<http://www.roadracingworld.com/news/article/?article=36143>

Proposed Atlanta Motorsports Park Clears Another Hurdle

Apr 14, 2009, ©Copyright 2009, Roadracing World Publishing, Inc.

Park Founder Elated by Decision; Memberships Continuing to Sell

Atlanta Motorsports Park is a Country Club for fast/exotic cars, bikes and karts

DAWSONVILLE, GA – Having already received approval from the Dawsonville Planning Council for its motorsports complex, Atlanta Motorsports Park has now been fully approved by the Dawsonville City Council. The Council voted unanimously April 13 to approve the zoning amendment needed to build the road course country club.

“We could not have received better news. I am ecstatic!” said Jeremy Porter, Founder of Atlanta Motorsports Park. “Now our dreams of bringing a performance driving country club to Dawsonville can be realized and we can move forward with the project.”

Porter said he anticipates that the project will help stimulate the local and state economy in the area as soon as construction begins in 60-90 days. Once the project is complete, it will also contribute positively to the city’s tax base and to further the area’s growth.

“This really is a win for everyone concerned,” Porter said. “New jobs, economic development even in a bad economy, and family-oriented entertainment are all part of the positive outcome with the approval of the zoning change to allow us to begin building Atlanta Motorsports Park.”

Course Highlights

The 152-acre property off Duck Thurmond Road in Dawsonville will be developed into a environmentally friendly facility (the only sustainable green motorsports park in the world) private motorsports country club where members can drive their high-performance automobiles, racecars, motorcycles and karts on specially designed driving courses. The current site plan also calls for a members-only lounge, a 10,000-square-foot clubhouse with lockers and shower facilities, a pool and hiking trails.

Highlights of the facility will include:

- Nearly three miles of high-performance road course
- Two straight-aways nearly 2,000 feet each
- More than 120 feet of elevation change
- 15 possible road course configurations
- Flexibility to operate three separate driving courses simultaneously

- Members will be able to participate in performance driving their cars or superbikes, supercar rentals, safe driver education programs and karting

“Each day on the course will be a new experience,” Porter said. “At any one time, members could be enjoying time trials in their new sports car, watching a family member blaze through corners in a kart, or updating their driving knowledge in one of Atlanta Motorsports Park’s many drivers’ education programs.”

Celebrity Founding Members Already on Board; Members Sales Gear Up

Several high-profile celebrities became founding members, even before the plans were approved, including actor Patrick Dempsey, Atlanta Braves Chipper Jones, Atlanta Falcons Michael Jenkins, road racing champions Jack Baldwin and David Murry, plus the SPEED Channel’s Bob Varsha. Mr. Varsha will also serve as the “voice” of AMP as well as AMP spokesperson.

“These and our other founding members have had faith in the team and business from the beginning,” Porter said.

Sponsors, Vendors Selected

Contractors and strategic partners have already been selected in anticipation of the approval. They include the famed Tilke Architects Formula 1 track designers for the architecture and driving course design; RK Redding Construction for build-out; CW Matthews for the track paving; TS Racing as the karting retail sales; Global Marketing Giants Ignition Inc. & i3 Worldwide LLC as the sales and marketing team; Driving Impressions will be AMP’s sole racing apparel retailer; and SunTrust Bank as the official banking partner.

For more information, visit www.AtlantaMotorsportsPark.com or call 678-513-FAST (3278).