

## Plans Motorsport Driver Training

Plans Motorsport can offer a unique range of corporate driving experiences using either your own car or one of our fleet of race prepared vehicles. Plans offer comprehensive driving experiences for the road, track and race driver.

### Our unique approach:

#### The circuit



We are able to offer shakedown and testing at Plans Motorsport's base, using our private circuit, made famous by the BBC. Very few can get the opportunity to drive on this circuit. We share the track with Mercedes McLaren and the BBC. So, unless you are a McLaren SLR customer or a "star in a reasonably priced car", access to the facility is very difficult.

The track is 1.9 miles long and has a mixture of both tight and fast corners. You will recognise "Hammerhead" and "The Follow Through" from TV. The circuit has straights long enough to reach very high speeds. If that isn't enough, the main runway gives an opportunity to reach the maximum speed of almost every road car.

## One-to-one



Our driving experiences should not be confused with a track-day. It is not a track-day, but a tailored, exclusive event.

Almost all driver coaching offered on track days teaches you the *track*, not how to drive. If you have done training on track days, you will be familiar with the “brake here, turn-in here, apex here, exit here” technique. This is useful at that particular circuit, but not very transferable anywhere else and of no use in everyday driving.

Almost all other driving experiences in the UK is what we call a “sausage machine”. This type of training is usually based on a high throughput of pupils to maximise return. Often there are several pupils for each instructor. On this type of training, whether you’re a complete novice, or Michael Schumacher, you receive the same course.

Plans Motorsport approach avoids both of these issues. It is totally one-on-one. It is always tailored to your level of experience, your needs and your goals. You will always have an experienced coach in the car and your car will be the only one out on the circuit at the time.

## Method



Plans use an innovative method, using a consultative approach with the client, to discuss their goals and define what they are trying to achieve. We tailor and agree a specific programme to achieve those objectives in a given amount of time. The syllabus could cover a range of subjects from being safer on the road right through to full race craft and data acquisition/analysis.

At Plans Motorsport, our coaching is based on two things:

- Physics - the engineering principles of vehicle dynamics
- Research - understanding what world-class drivers do differently

... so you understand what is happening and how to react.

Plans draw upon the talents of a very experienced team. All are professional driver coaches, with international motorsport experience.

Most clients use their own car in order to develop specific skills. In this way they learn to drive better, faster and safer; and the experience gained is directly relevant to their everyday driving.

**Plans offer all levels of driving experiences, for example:**

## **Road**



- One client had just bought a sports car. He had previously owned a front-wheel drive hatchback and was concerned about the differences in handling, and didn't want to discover this on the public road. We were able to allow him to explore the limits in a safe, controlled environment. This enabled him to take full advantage of his new purchase.
- Another client had a powerful road car that their partner was not comfortable driving. They felt they were not getting full value from their car. We spent time with them both in an entertaining programme designed to show that the car was easy and fun to drive. Now their partner is more confident and they can both enjoy their car.
- Another client had recently had an accident on the road. This had knocked his confidence. We worked with him to demonstrate what had gone wrong, how to avoid it in the future and rebuilt his self-assurance.

## Track



- One client who was planning to do their first track day was concerned about how this would be different to his experience on the road. We worked through the differences between road and track driving, equipping him to be ready and safe on his first track day.
- Another client was a keen track day enthusiast but still lacked confidence to explore the full capabilities of his car. We helped him understand what made a car faster and safer on the track. Having understood this he significantly reduced the risk of damaging his car as well as the amount of the wear and tear on the vehicle. Hence he was able to get much more enjoyment out of his track days.
- Another client had been going to track days for some while. He felt these were getting tedious and was frustrated by being unable to time. Our “Plans Motorsport Challenge” appealed to him. Here we were able to offer timed laps, with full video and data logging. This bought a whole new perspective to the way he enjoyed his car.

## Race



- One client is a “track-day graduate” who recently started racing. The difference in pace between the average track day and racing came as a bit of a shock. We designed a programme with an international race driver and used data logging to demonstrate where he was losing time. He now is very much “on the pace”.
- Another client has a small collection of road and race cars which are stored with us. Previously, his cars were stored in a barn miles from anywhere and he never got the chance to use them. He travels widely but when in the UK he usually makes time to come down to us and spend an hour or two putting his latest favourite through its paces. Our ability to provide this opportunity is unique in the UK.
- Another client is an experienced racer. He has spent time with several driver coaches and has come to realise that coaching, as in any sport, is a fundamental part of success. However, he became frustrated because he felt he was listening to the instructor’s personal opinion rather than anything that was based on a scientific method. At Plans Motorsport our driver coaching is race-researched, race-validated and race-proven. It is this *‘based on fact’* backbone to everything we do that allows our clients to trust our coaching. Having obtained a better understanding, he was able to make a step change in his driving performance.

## How to book

Each session usually means spending about two hours with us. Prices start from £199.00 per person inclusive of VAT.

Our training is one-on-one and exclusive. Availability is limited to weekdays only. We do not run "driver days" but try to fit in with your diary. So you decide when you want to come down, call our sales office on 01483 280036, and make an appointment. It is as simple as that.

If you wish to buy this as a gift, then please call us and we will be happy to send a gift voucher, together with an information pack, with all the details required to attend. The recipient can then confirm a session when convenient for them.

For further information see

<http://www.plansmotorsport.com>

To book please call

01483 280036