



Driver Coaching & Development Program

Philosophy, purpose, objective:

Hallstrom Motorsports' philosophy is simple: Keep racing fun while achieving success.

The purpose behind our coaching and driver development program is to feed young, quality drivers into the sport of racing.

Hallstrom Motorsports' objective is to find and develop young talent to enable the sport of racing to grow in the northeast.

Ideal driver:

- Young driver with experience (age 13 - 24)
- Solid resume – success in the series they've raced in
- Positive "can do" attitude
- Self-motivated, persistent and dedicated
- Good personality, marketable
- Open minded, coachable, has a desire to learn
- Character and integrity
- No arrogance, whining or excuses
- Confidence
- Communication skills (We can work on developing this)
- Lives in a New England state or surrounding state

By adding a coaching and driver development program to Hallstrom Motorsports we are fulfilling the need of feeding young, talented drivers into

the northeast racing circuit in an effort to continue to grow the sport in the northeast. There is a need to train young drivers properly on racing etiquette, taking care of their equipment, respect for the sport and fellow drivers, car setup/familiarity, communication, marketing, interacting with fans, media and marketing partners, giving back to the community and having an appreciation for their talent and the opportunity they have to race.

Objectives:

- Develop the driver's potential by offering advanced driver training on the track, work on techniques and strategies as well as terminology.
- Develop the driver's ability to communicate with the crew. Afford them the opportunity to work with racers/team members that are not family and develop a rapport.
- Provide the opportunity to learn how to work with a spotter.
- Develop the ability to give feedback on the race car in an accurate and thorough manner using the proper terminology.
- If the driver is not already working with Annamarie, introduce the driver to Annamarie, Marketing At Full Speed, to develop marketing skills needed.
 - This piece of driver development is crucial as this will teach marketing, public relations, networking, social media training, people/communication skills. Teaches the driver how to raise the necessary dollars to follow their dreams.
- Provide driver feedback in the on track testing work. This also allows the driver the opportunity to work on communicating with the crew chief and team.
- Provide the driver with the experience of a multitude of setup "feels," i.e., loose car, tight car, pushing, free off, loose in the middle, etc.
- Working with the driver on track – showing which line to run on the track, passing techniques, starts, restarts, managing the car during the race.
- Brief introduction to the American Canadian Tour.
- Race car setup, understanding the chassis dynamics, race car design and physics, basic aerodynamics, roll center, tires and tire stagger and how it affects setup.

Packages:

One day testing: \$2500 plus \$2500 crash clause (crash clause is refundable if no damage to race car)

9-12 on the track

12-1 lunch break

1-5 on the track

Includes:

- Establishing driver/spotter communications to ensure they are using the same language.
- Discuss the ACT late model, chassis, car dynamics, setup, tires. Familiarize the driver with the car.
- Running test laps with the car set up for the track.
- Driver/crew communication getting the driver used to the feel of the car and the track.
- Working various lines on the track while being timed.
- Putting in different setups to show the driver different feels, i.e., loose, pushing, tight, etc. Working on driver feedback.
- Set the car up for the track again and run more test laps.

>>> The driver will leave the session with a sheet of their lap times. An evaluation report and certificate. They will also get a video and photos of their on track testing. They will get a note pad, pen, hat and t-shirt.

Each driver will sign a waiver and agreement upon scheduling test session.

Please forward any questions to Lisa Hallstrom:

Contact@hallstrom-motorsports.com