

Young Racing Driver Academy Launch – Press Release



The Young Racing Drivers with MW Arden Robert Visoiu's GP3 car and Owen Marlow's Cadet Kart

Potential F1 stars of the future braved the elements at Silverstone last Thursday for the launch of an Arden-backed motorsport academy that is focussed on mentoring, managing and marketing the cream of Britain's emerging motorsport talent.

The Young Racing Driver Academy (YRDA), is a partnership between The Business of Sport, leading motorsport team Arden International and sports law firm 7 Legal.

YRDA welcomed Ross Gunn, Connor Mills, Danny Keirle, Jack Partridge, Jake Walker, Alex Forward, Dan Baybutt, Sandy Mitchell, Tom Wood and Owen Marlow to its ranks at the Silverstone GP3 Test, where the young racers also had their first glimpse of the new GP3 cars in action. Fellow YRDA recruit, Dan Ticktum, was unable to make the launch due to his current European Karting campaign.

YRDA is the first of several academies to be launched by sports management and consultancy specialists, The Business of Sport, and will deliver a dedicated programme designed to maximise the young drivers' on-track and off-track

potential and provide them with the necessary skills and support to help them make a successful transition from karting into single-seater racing.

By identifying the most promising young talent and providing opportunities for those drivers to develop the necessary range of skills, level of confidence and knowledge to fully prepare them to successfully compete at the highest level of motorsport, YRDA is providing a pathway that will hopefully enable more Young British drivers to rise through the ranks and compete at the highest level of motorsport.



YRDA's programme delivery partners already include the likes of: Towergate, iZone, 360 Sports Management, Born Social, Perform, Ivy Tutors, leading mind coach Don McPherson, performance specialist Chris Ray, sports nutritionist Rebecca Muller and public relations and media guru Emma Buxton. Further partner announcements are imminent.

Jamie Horner, CEO of The Business of Sport: “We were delighted to have launched the Young Racing Driver Academy at Silverstone – the home of British motorsport. The Business of Sport, 7 Legal, Arden and their programme partners are excited to be working with these outstanding young drivers on their journey through karting and on to single-seater racing.”

Garry Horner, Team Principal, Arden International: “Arden is pleased to support the next generation of Young British Drivers on their journey to the higher echelons of motorsport, hopefully progressing into the Arden team.”

Steve Hutchinson, Director of The Business of Sport: “It was fantastic to get all of these young drivers together at the GP3 Test. The launch was a huge success and I’d like to say a big thank you to Arden for their huge support in getting YRDA on track.”



Danny Keirle: “The Young Racing Driver Academy means the world to me because it’s the only academy that’s supporting me in what I love doing and is helping me progress and prepare myself to move into a higher level of motorsport.”

Sandy Mitchell: “It’s a great opportunity and I’m really looking forward to working with Arden and the other partners involved. It will be exciting to see what this season brings and I hope it will help me advance in my motorsport career.”

Jake Walker: “It feels amazing being a part of this Academy. It’s encouraging me to progress in all areas and has built my confidence up.”

Alex Forward: “It’s a great honour to get this opportunity and I will make sure not to disappoint this season.”

Dan Baybutt: “The Young Racing Driver Academy is a great opportunity, I’m really lucky to have been given this chance to prove what I can achieve.”

Jack Partridge: “It means a great deal being a part of this Academy and it could open big opportunities for me in the future, and help me move on in my motorsport career.”

Connor Mills: “This experience and opportunity means a lot to me, as it’s helping me progress my on and off track skills within my motorsport career.”

Tom Wood: “The Academy means a lot to me, as there is a lot of experience to gain from this opportunity I’ve been given and I will make sure I use it to my full potential to make my motorsport career successful.”



Carlos Sainz Jnr, GP3 Driver and Owen Marlow

Owen Marlow: “It’s very important to me because out of all the drivers within motorsport, I have been picked to be a part of this academy.”

Ross Gunn: “Being on the Young Racing Driver Academy means a lot, as I’ve been recognised and it will hopefully help me to progress onwards and upwards through my motorsport career.”

