



# Opportunities for those who embrace life

**Just an hour away from Hong Kong lies the heart of the China motorsports scene, in the resort city of Zhuhai. At one time only the enclave of hard-core racing enthusiasts from Macau, Hong Kong, and the Chinese Mainland, more recently there have been an increasing number of Hong Kong expats headed to ZIC for their adrenaline fix. The past few years have witnessed massive growth of the ZIC.**

Live television, Red Bull drifting battles, stuntbike shows, grid girl models, VIP boxes and sponsor activation promotions galore – such is the spectacle of a typical race weekend in Zhuhai. Due to strong promotion by the circuit and increasing sponsorship involvement by universally known companies like Red Bull, Budweiser, and Audi, race weekends are now a carnival-like atmosphere. Races, from touring car and formula car racing, are broadcast to over 62 million television subscribers in China in addition to receiving strong print and online coverage worldwide.

The corporate world can also make the best of VIP suites and track days which have

proved increasingly popular among Hong Kong businesses. Olson and PS Racing are willing to share their experience with those who wish to experience the thrill of motor racing close to Hong Kong.



# Pete Olson: racing mentality

**Feeling tired of a 9 to 5 job, and being afraid of a big change? No, you don't have to be. As demonstrated by American race driver Pete Olson, following your heart can be even more rewarding.**



Different people have different ideas about life. The idea of one that is engaged, connected and happy seems to be about as clear cut as a drifting cloud in the sky.

There are those, for example, who work extremely hard in the corporate world which is both rewarding and demanding, while others give up a lucrative job making millions of dollars a year to actually pay to work in a place where they believe they can live every moment of every day. American race driver Pete Olson experienced the first and then embraced life in the second.

The former finance professional used to earn "six figures" before going on, in his words, to wrench on race cars at the race circuits in order to fund his first full season in formula cars in 2007. He won the year's F2000 series in Canada with five pole positions and four wins out of a total of seven races.

Attracted by the growth of the motorsport in China, along with the opportunities of competitive racing costs and sponsorships, he decided to move to Zhuhai to join other international expats from North America and Europe working at the Zhuhai International Circuit (ZIC).

About an hour's ferry ride from Hong Kong, the ZIC is now the base of the former

series champion and his attached team, PS Racing. Olson has been active in motorsport activities ever since he set foot in the heart of China's motorsport scene, finishing in the top ten in the 2012 and third in the 2013 Asia Formula Renault series.

Olson has made a career out of his gifted skills of car handling. Currently he is an instructor for the team at the ZIC, coaching everyone from kids in karts to gentleman drivers in machines of renowned brands including Audi, Ferrari and Lamborghini at celebrated circuits around Asia.

In addition, Pete Olson and PS Racing are ready to offer strong business programmes in and around the circuits to businesses in Hong Kong, Macau and China, while making every effort to allow the wider business community to fully understand the sales and promotional angles of such.



Olson, meanwhile, believes he has unfinished business in the AFR, and is prepared to challenge for the top glory in 2015. No American has yet won a racing championship in China, and Olson plans to be the first to do so in 2015 while being the first driver officially sponsored by Asia Motorsports Network [www.asiamotorsportsnetwork.com], which is the first networking group dedicated to the growing Asia Motorsports market. Its owner and founder, American Jim Moore, is using AMN to build more awareness of the rapidly growing China motorsports scene.

Like racing in a circuit, there are quite a number of twists and turns in life and sometimes the ride may not be as smooth as one expects. But as Olson is able to demonstrate, heeding the call of the heart can be both thrilling and fulfilling.



## Racing for Children, a programme for the good of children development

Racing for Children is a programme initiated by Olson in 2003 when he was racing F2000 in the State of California. It is a unique way for the racer to give something back to the wider community, and over the years the programme has generated significant interest across media.

Sharing his recent, first-hand experience, Olson says: "My trip to Vietnam made my sponsorship experience that much more tangible. For the first time, I saw, in person, what my sponsorship had done for the little girl I've been communicating with over these past years – and how thankful we should be for those many things that we take for granted."

The programme has now got the back of PS Racing. The fact that each of the team's race cars now sports "ChildFund" logo is able to further expand the media coverage of the programme.

Pekka Saarinen, founder of the PS Racing team, adds: "At PS Racing we aren't just about racing – we also feel it is important to do something for the greater

good. We wanted to make a recognisable difference in a specific project, in a large scale way, and be able to see the positive effects of our efforts first-hand."

The team has chosen the Cao Phong Community Development project in Hanoi, Vietnam as the focus for 2014. The

members of the team will visit Cao Phong to see their efforts at work and give the children an exciting look into the world of motor racing. No doubt, it will be the first for many of the children. One can never tell, maybe they will sow the seeds of motor racing in the country.



## PS Racing: a front-running outfit

PS Racing team began in 2007, founded by triple Formula Renault Champion Pekka Saarinen of Finland. At first competing exclusively in Asia Formula Renault, achieving four driver season podiums and two Driver Championships in AFR from 2007 to 2013, during those years PS Racing also expanded into Formula Masters, PCCA [Porsche Carrera Cup Asia],

Audi R8 LMS Series, Asia GT and other series, providing everything from car owner and engineering/mechanical support to top-level coaching and driver development, corporate day and track day training [www.psracing.com]. PSR is currently leading the AFR Championship with Olson's protégé and fellow Bridgestone racer Maxx Ebenal of Canada [www.maxxspeed.ca]



▶ For more information, please visit: [www.psracing.com](http://www.psracing.com)