



PRIMLAND RACING EXPERIENCE: LOOKING BACK ON UNFORGETTABLE FIFTH EDITION



The fifth edition of the Primland Racing Experience Powered by Audi has come to an end, and this year Primland Ambassador Harold Primat is delighted to confirm that they fulfilled their promise of being bigger and better than ever before.

In the absence of nine-time Le Mans winner Tom Kristensen, 2016 Le Mans 24 Hours winner Neel Jani joined to host alongside Harold and golf legend Jay Haas, with the guests able to enjoy a wide variety of activities around the Blue Ridge Mountain resort.

Neel and Harold took to the Virginia International Raceway to give guests an unforgettable racing experience, with Audi providing an excellent range of high performance cars including the RS3, RS5, TTRS and R8 V10 Plus. The former Rebellion team-mates also took people out for flying laps in Radical RXCs, pushing the limit around the 3.27-mile circuit.



Guests were then able to put their newfound racing knowledge to the test, with another hotly contested go-karting tournament. 22 drivers were split into 11 teams of two, with the fastest paired up with the slowest to give a level playing field. Each race required a mandatory pit stop, meaning competitors had to also think about strategy, much like the professionals.

"The Racing Experience was a lot of fun for everyone," **Harold said.** "I was very impressed with Neel's driving and he was a great mentor in the absence of Tom. Audi provided us with a great range of cars, some of which we hadn't had at this event before, showing how Primland is growing.

"As always, the karting was highly competitive, but brilliant at the same time. We had the quicker drivers partnering the slower ones and the pit stop really added to the authentic racing experience. I think everyone enjoyed themselves and tried their best, because by the end of the day everyone was very tired!"





This year, there were more guests than any previous editions, further demonstrating the event's expansion, with the racing not the only activity on offer across the 12,000 acres of natural beauty around the estate.

Led by 18-time PGA Champions Tour winner and Primland Ambassador Haas, the golf tournament provided even further competition, with the beautiful 18-hole course offering a challenge for everyone, and despite the low-lying fog, Jay was able to show off his world-class abilities.

"I had the wonderful opportunity to once again join the participants of the Primland Racing Experience at Primland with Harold and Neel," **Jay said.** "This was the fifth year for this prestigious and unique event which gives guests a real taste of professional racing on the Virginia International Raceway and a golfing experience on the highly ranked Donald Steel designed Highland Course.

"The guests for this year's event travelled from Europe and various regions of the United States. I enjoyed sharing the game of golf with the racing enthusiasts, some were skilled and others were beginners. The Highland Course always offers golfers a unique experience along with stunning views of the surrounding Blue Ridge Mountains. If you haven't been to Primland, I would invite you to do so."



Elsewhere, some guests went on a nature walk through the breath-taking Virginia landscape, as well as horse riding, clay shooting – which Neel proved very talented at

– and relaxing in the Spa, where they could enjoy a peaceful environment with Native American healing rituals and traditional European spa techniques.

At the end of each day, all the guests would come together to share their stories, whilst eating exquisite farm-fresh food and some of the finest wines and drinks.

“Overall, the fifth edition of the Primland Racing Experience was fantastic,” **Harold said.** “Of course, this comes to no surprise as every year we learn more and more and are able to cater to individual guests easier. Jay did an excellent job in the golf, he’s extremely talented but also a great guy and he’s a big part of the Primland family.

“There was so much to do this year, we obviously had the racing, but it’s important to remember all of the other activities on offer. It’s not just about going fast around the track, it’s about meeting new people and sharing each others experiences. Everyone has something to talk about. I’d like to extend my thanks to all involved, Neel, Jay, the Primland staff and of course the fantastic guests that make this happen ever year. The 2019 edition can’t come quick enough!”

2016 FIA World Endurance Champion, Neel, added: “It was a great couple of days with the Primland Racing Experience in Virginia. This was my first time visiting that part of the world and I really enjoyed the combination of track experience at VIR, driving cool cars and the outdoor activities at the property. It was relaxing but also impossible to get bored! I would like to thank Harold and the Primland staff for a great and unforgettable event!”





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About Primland

Primland, a pristine Blue Ridge Mountain resort in Virginia, offers 12,000 acres of space, sky and shifting moods. Eco-conscious and thoughtfully developed, Primland is the ultimate retreat for world-class golf, refined dining and outdoor activities in an environment of rare natural beauty.

For more information please visit www.primland.com

About leAD

Legacy of Adi Dassler – “leAD” is a Berlin-based sports accelerator, funded by the grandsons of Adi, offering a programme that is focused on finding, funding and supporting innovative early-stage sport start-ups with outstanding ideas.

For more information please visit www.leadsports.com/

About Tractive

Tractive engaged in the development of hardware, gadgets and apps for pet owners. In addition to the Tractive GPS device for animals and the Tractive MOTION Activity Tracker, the company developed the animal photo platform Tractive Photos, which allows users to upload animal photos via free apps and share them with other animal lovers. Since its launch hundreds of thousands of photos have been uploaded and shared with the community. Other apps in the portfolio are Tractive Dog Walk, Pet BlaBla, Pet Battle and Petnames. Tractive® was founded in 2012 in Pasching, Austria, currently employs more than 30 people and operates several websites.

For more information please visit www.tractive.com

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About Playbrush

Playbrush makes brushing interactive. In other words, Playbrush translates every tooth brushing movement into gameplay, so children actively control the games as they brush. During each two-minute adventure, the gaming apps encourage children to brush at the correct speed and equally within all quadrants of the mouth. The Result? A unique brushing experience with lots of fun.

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Media enquiries: Pole Limited
Email: contact@pole.uk.com
Tel: +44 (0)20 8605 9797
Web: www.pole.uk.com

Primland contact: Julee Midden
Email: jmidden@primland.com