

BONDURANT NAMES NEW CEO/GENERAL MANAGER

Bondurant High Performance Driving School announces Franki Buckman—tenured track leader with a history of operational, sales and marketing success with motorsports programs and properties—as the company’s new chief executive officer and general manager. Buckman assumes responsibility for all operations of the School, including strategic and day-to-day oversight, the guest experience and team management.

Bruce Belser, one of the investors who purchased the School in May, turned the keys of the operation over to Buckman after having served as its top leader during its first six months under new ownership. His expertise in transition was considered critical to the operation, and he continues to hold an ownership stake in the company.

Buckman has been involved in the automotive industry since 1990, when she joined Pro Formance Driving Events and Motorsports, a national ride-and-drive company and sister organization to Arizona’s only CART professional Indy car team, fielding driver Scott Pruett at the time. There, she worked directly for the owners, experts in the field of automotive events including racing names like Breedlove and Unser.

She then spent 18 years at Firebird International Raceway in Arizona, working directly for NHRA Funny Car legend and track owner Charlie Allen, who originally enticed the Bob Bondurant School from California to Arizona. “I had the opportunity to work directly with Bob 25 years ago, and I’m thrilled to have the chance now to help carry on the unique method of driving instruction that the long-tenured team of trainers at the School still teach today,” said Buckman.

Since leaving Firebird Raceway in 2013, Buckman has been a media and event consultant to a wide variety of brands and companies in the automotive industry, including Ford, Chevrolet, Toyota, Lucas Oil Off Road Racing Series, Lucas Oil Drag Boat Racing Series, Harley-Davidson, Napa Auto Parts and more. Most recently, she worked for an Omnicom-owned advertising agency, developing Chevrolet Tier 2 advertising campaigns in multiple Southwest markets including the Phoenix area.

An Arizona native, Buckman lives in Chandler with her husband, a former racer himself and second-generation Indy car crew chief and mechanic. Buck-



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man’s sons also entered the motorsports industry and raced at an early age; her oldest son remains an active racecar driver today.

“The automotive industry, high performance driving events and motorsports in general are really more a part of who I am now. It’s in my blood,” says Buckman, adding “I look forward to being further immersed in the industry as part of a team representing a brand that I am not only familiar with, but truly believe in. I’m excited to work with a top-notch staff and team that’s proven over the years they are truly second to none, both in service and knowledge, and have been responsible for the consistent high-quality experience the Bondurant clients and guests receive every day.”

For School information, visit www.Bondurant.com or call 800-842-7223. ■

