

BONDURANT BECOMES RADFORD RACING SCHOOL

Having purchased the school in May 2019, completed an extensive multi-million-dollar renovation and revamped its curriculum, the Bondurant High Performance Driving School's new owners—a small group of auto enthusiasts, collectors and graduates of the school—have renamed the facility the Radford Racing School.

The renaming marks the school's new association with the team behind the Radford brand, a name legendary among auto enthusiasts for its coachbuilding legacy. The team includes next-generation owners English TV celebrity Ant Anstead, F1 champion Jenson Button, car designer Mark Stubbs and business partner Roger Behle. The four are reviving the Radford story into a modern lifestyle brand that celebrates auto design and execution, high-performance driving and racing.

The Radford Racing School will remain the Official High Performance Driving School of Dodge//SRT, which, as the school's primary

sponsor, provides a fleet of vehicles for driving instruction: the 840-hp Dodge Challenger SRT Demon on the drag racing course, and the Challenger SRT Hellcat, Charger SRT Hellcat and Durango SRT some of the options available for the on-track performance driving experience. The school also features Ligier JS F4 open wheel vehicles, vintage Dodge Vipers, go karts, and cars used in its special forces, police and military training.

New Dodge//SRT owners are among the thousands of students who come to the school annually to learn how to achieve optimum enjoyment of high-performance vehicles in a controlled environment.

Changes under the new team have already included: renovation and expansion, including the first resurfacing of the main track in 30 years, enhancements to the event center, visitor center, gift shop, student lounge, classrooms, skills pad and eagle's nest viewing platform; diversification of course offering, by

adding open wheel and drag racing courses, with new formula racing courses in development; and breaking new ground as the first school of its kind to offer professional drag racing instruction to the public and the chance to earn an NHRA Drag License.

The Radford team will now also build and test Radford coachbuilt and custom vehicles on the school's track (see separate story).

The Radford brand and school teams will collaborate on expanding the Radford brand into experiences, merchandise, branded content (a TV show is in the works), associations with celebrities and influencers, and more.

Visit RadfordRacingSchool.com. ■



RADFORD
RACING SCHOOL



Photos: Radford Racing School