

Radford Racing School names motorsports veteran Chuck Sundstrom as GM

Radford Racing School has named motorsports veteran and professional drag racing instructor Chuck Sundstrom as its new general manager, as of January 1. Sundstrom will manage the Radford Racing School team and operations on the seven-track campus. His focus will be on optimizing the automotive experience for students and guests, which includes drivers at every level—from world-class racers to teens, special forces and groups.

“Chuck is well known and respected in the industry, as well as our local community, making him a perfect fit for our team,” said Pat Velasco, Radford Racing School owner. “Over the years, he has collaborated with many of the most respected motorsports brands, which includes developing our world-class drag racing program. We look forward to fully integrating him as the leader of our amazing team of pro instructors and sales and marketing experts to jumpstart 2024 and build on

our school’s continuing success.”

A native of Michigan, Sundstrom began his career at a car dealership as a young teen. He was raised in a family of drag racers and started competing when 16 years old. Over the last two decades, Chuck has pursued his drag racing passion as a full-time driver, mechanic, track manager and as the Race Director at Firebird International Raceway and Spokane County Raceway.

His time on the track as a racer, along with his experience working behind the scenes with the NHRA, Lucas Oil and other sanctioning bodies outside of the NHRA, has given Chuck a balanced understanding of the motorsports industry.

Most recently, Sundstrom led an events business and security company that created and delivered high-profile events at automotive venues throughout the country. He has experience as the operations and facility director at Spokane Country Raceway and Firebird International Raceway, on

the Gila River Indian Community’s Wild Horse Pass property, adjacent to the Radford Racing School. A serial entrepreneur, Sundstrom also owned and operated a specialty automotive company in Arizona.

“This is an exciting time to be a performance enthusiast,” said Sundstrom. “Radford Racing School is the ultimate motorsports destination offering a full complement of world-class instruction on legendary tracks. I look forward to taking the next steps toward growth with the team.”

RADFORD RACING SCHOOL

Founded in 1968, the Radford Racing School, located on the Gila River Reservation at Wild Horse Pass near Chandler, is the only purpose-built driver training facility for performance enthusiasts and the largest driver training center of its kind in the world. It is also the Official High Performance Driving School of Dodge SRT. The School maintains over 80 race-prepared vehicles, sedans, SUVs and open wheel formula cars, as well as gas-powered go-karts. For additional information on the facility and programs, visit RadfordRacingSchool.com or give them a call at 480-403-7600. ■

