

This publication is dedicated to all those who take the time to make a difference.

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Career Choices

Education: motorsports 101

By Mark Davis Executive Director Carolina Motorsports Tech Ctr.

The motorsports industry and the term "Motorsports" lend themselves to a broad array of interests. Circle track racing, road racing, off-road racing, drag racing, motorcycles, hot rods, muscle cars, aviation and boats all fall under the umbrella of an industry that spends billions yearly supporting its enthusiasts.

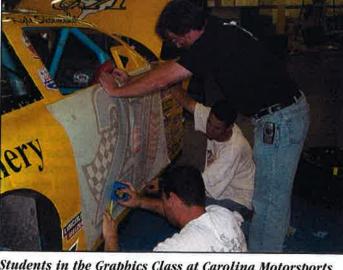
Over 400,000 different competitors participated in motorsports related events in the year 2000. These competitors spent more than 1.75 billion dollars for support products and services. Motorsports companies supplying these products and services consist of parts' retailers, enginebuilders, chassis- and framebuilders, vehicle-builders, restoration facilities, graphic design companies, warehouse distributors, professional race teams, manufacturers, manufacture reps., racetrack owners and promoters and advertising agents just to name a few.

Motorsports companies also include many cottage-style businesses that have evolved from other industries. Any time evolution takes place, technology lines are crossed and specialized equipment and personnel are adapted to new environments.

From data acquisition to CNC machine technology, chassis design and construction to marketing ... the business of motorsports is growing. Specialized personnel are in demand.

Educating the motorsports technician is first, and foremost,

vital to the safety of the individuals involved in all facets of the industry. The life of the drivers of the vehicles being constructed depends on the skill level of the technicians' work. This, in turn, also passes on to the success rate of the competition, which gains support from sponsors and fans that pay the salaries of motorsports company employees.



making a strong industry.

Education is the first step to

Students in the Graphics Class at Carolina Motorsports Tech Center decaling the race car with Instructor Danny Allen (standing), Hartwell Pritchett (front), and Devon Bollinger (back).

These factors all fit together to make strong companies, thus

As in any industry, many choose to specialize in one area.

Specialized motorsports training is crucial. Educational facilities all over the United States now offer training in areas of motorsports. Fabrication, welding, assembly, chassis construction and dynamics, metal body fabrication. refinishing, graphics, metal shaping, pit-crew training, marketing, public relations, engineering, competition driving,

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The English Wheel has been around since 1100 BC and was used for shaping armor. It is making a comeback in NASCAR Cup teams because of the fine tuning a metal shaper can put into a fender.



Hands-on Training for the Motorsports Industry
Classes offered include

Fabrication / Motorsports Welding /
Assembly / Chassis Fabrication / Chassis Dynamics /
Metal Body Fabrication / Refinishing / Graphics /
Race Team Operation / Metal Shaping / Trach Tech
and our student race team:



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Motorsports career limited only by desire

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equipment transportation, logistics, communications, team and driver managers, bookkeeping, etc... where it ends, no one really knows.

North Carolina is the heart and soul of Motorsports, so it stands to reason that the best educational facilities for the motorsports industry are located in North Carolina. Engineering schools, driving schools, marketing schools, pit-crew training schools, fabrication and metal shaping schools specializing in hands-on training of technicians for the industry, are all here. Each school has established a course of study that allows students to follow the educational path bestsuited to their study habits.

Visiting different schools and talking with their admissions departments helps students choose the environment in

which they feel most comfortable. Cross-training in these facilities allows the student to experience different aspects of the industry. A student may begin studying fabrication, and upon taking an assembly course, uncover the natural tendency for a career as an assembler.

Technical skills gained can also be applied to other industries...

Training the technician to be a responsible, contributing part of a team, dedicated to the success of the company is not only crucial to the industry but to the technician, as well. The skills, techniques and focus can be applied to a career in any industry.

With the proper education administered step-by-step, the winning technician has no boundaries to their success. Attitude, focus, and commitment have to be incorporated with strong technical skills to survive in any industry. The greatest motorsports technicians today have the strongest winning attitudes.

Participation in the Motorsports industry is limited only by an individual's imagination and desire. The opportunity for a career in the motorsports industry is true and viable. The jobs do exist. From support facilities to race teams to marketing companies — the jobs are there, ready and waiting.

The skills, work ethics, and attitudes learned in these education facilities can be transferred to any career in any industry. With education and an understanding of the reach of the motorsports industry, a properly trained individual in the motorsports industry can begin a career that will grow for a lifetime.



Carolina Team Concept at USA International Speedway in Lakeland, FL.

For additional information, call Carolina Motorsports Tech Center at (828) 695-8445 or visit www.carolinateamconcept.com.

