

VIRGINIA INTERNATIONAL RACEWAY

PARTNER EXPERIENCES



virnow.com

VIR INGRAM EXPERIENCE

VIR SERVICES USED:

- Track
- Off-Roading
- Event Support
- Security
- Logistics
- Shooting Ranges
- Villas
- Hospitality

VIR FUELS AN EXCLUSIVE PORSCHE EXPERIENCE

Rory Ingram never set out to make a business out of his love for Porsches. But when he did, only one track would do.

VIRginia International Raceway.

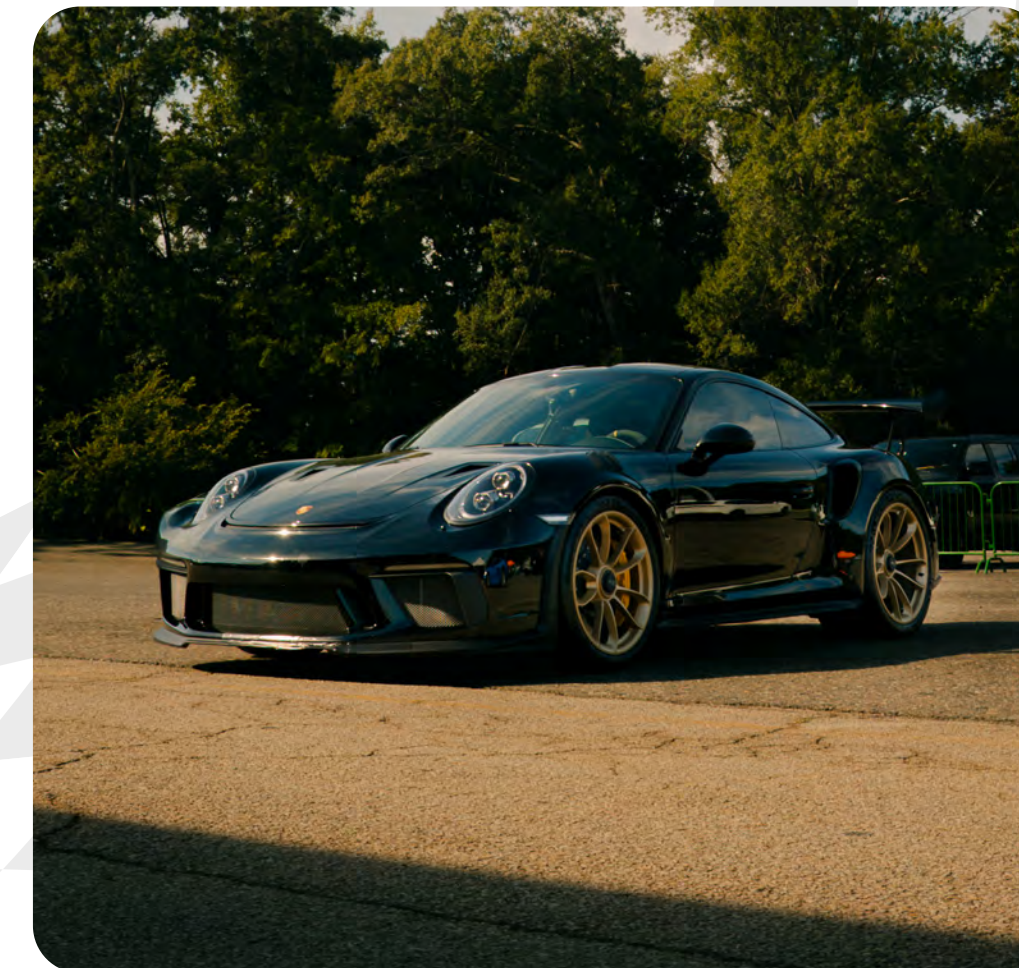
FINDING A WORLD-CLASS TRACK

It all began with Rory's father, Bob Ingram, driving his first Porsche at 50 years old and building the family's Porsche collection. Today Rory loves Porsches as much as his father did, and like his father, he wants to share them with others.

VIR became the backdrop for the Ingram Experience—not only because it sits less than 60 miles from Rory's home in Durham, NC, but also because it's one of the most reputable tracks in the country. "It's a world-class track," Rory says. "You can't fake that."

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CREATING A UNIQUE EXPERIENCE

The Ingram Experience is the ultimate track day for the Porsche fan, whether you own one or not. Guests get to spend four to six hours on one of the country's most exquisite tracks, rather than in a classroom like at many other driving experiences. "There's no other program in the United States that offers that kind of experience," says Cam Ingram, Rory's brother and the founder and CEO of Road Scholars, a Porsche restoration company.

Guests who don't bring their own car can rent a Porsche 718 GT Club Sport and receive one-on-one instruction from a pro. "It's very approachable to a novice and not dumbed down to a pro," says Rory.

With about 10 cars at each event, the experience is an intimate one that's held anywhere from five to 10 times a year. "Our setting is much more welcoming, less intimidating," says Rory. That's one reason guests return again and again.

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VIR: A GREAT PARTNER

VIR is more than stunning—it's also secure. Now a guardian of his family's Porsche collection, Rory brings a few cars from the collection to each track day. Often, "celebrities" within the Porsche community make an appearance as well. Jeff Gordon, Chad McQueen, Andial founder Alwin Springer, and former F1 driver Mark Webber, to name a few.

But big names aren't the only thing that gives the track day its charm. According to Rory, "We just do little things that add up to a higher experience, and VIR has been a great partner in that." Over the years, VIR has managed on-site helicopter landings, private parking, draping entire buildings in branding, Porsche displays and private viewings.

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VIR is constantly enhancing their amenities and offerings—from dining and catering to lodging. There's talk of expanding the Ingram Experience to offer rally and off-road courses, and some attendees have even dabbled in the VIR's tactical side, which offers shooting ranges with trained instructors.

No matter the activity, though, two things drive this more than 10-year partnership between the Ingrams and VIR—and that's gracious hospitality and obsession with quality.



More than a track. More than an event space. VIR is the ultimate destination for unforgettable experiences.

To schedule a private tour or book your own team experience, email GroupSales@VIRnow.com or call 434.822.7700.



Track



Track Support



Off-Roading



Logistics



Security



Catering



Lodging



Dining



Scheduling



Autocross



Campgrounds



Hospitality



Villas



Karting



Shooting Ranges



Event Support



Tavern



