

VIRGINIA INTERNATIONAL RACEWAY







PARTNER EXPERIENCES



virnow.com

VIR MULTIMATIC

VIR SERVICES USED:

-  Track
-  Track Support
-  Lodging
-  Dining
-  Tavern
-  Logistics

CREATING AN EXPERIENCE WORTHY OF THE MOST EXTREME FORD GT EVER MADE

The most extreme Ford GT ever—with more than 800 horsepower, a carbon fiber “long tail” body and Multimatic’s Adaptive Spool Valve Dampers—is the track-only Ford GT Mk IV supercar.

Explained as “no stone has been left unturned in the relentless pursuit of outright performance,” this amazing machine is worthy of a special delivery event for every new owner. After all, there are only 67 produced in the world.

This one-of-a-kind delivery event is called Multimatic On Track. And because of VIR’s unique offerings, Multimatic chose the venue to be a premier hosting site—one of only a handful in the world.

“Our vehicle owners love the exclusivity, the beauty and bespoke nature of VIR,” explains Carol Melville, Multimatic Race Team Coordinator. “We offer substantial, private track time and training from our professional race drivers, along with dining and accommodations on-site. VIR is the ideal host and their team is a pleasure to work with.”

Ford GT Mk IV supercar owners have high expectations. After all, the sticker price for the Mk IV is \$1.8 million. The goal for Multimatic is to exceed these expectations.



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MULTIMATIC ON TRACK: THE FULL VIR EXPERIENCE

VIR hosts Multimatic On Track visitors every year, often multiple times each year, depending upon sales. The goal of every Multimatic On Track event is to raise the bar from previous events. And VIR takes pride in this partnership.

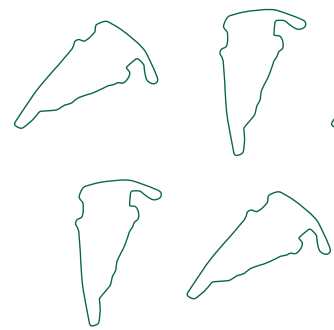
The VIR Full Course track is the highlight, of course, but there's more to VIR than the track. Owners stay two nights onsite at VIR in The Villas at South Bend and often invite friends and family.

Guests enjoy full catering from VIR during the event, including a VIP Paddock event complete with tent, flooring and catered breakfast and lunch. They also enjoy post-event vehicle maintenance with Multimatic engineers.

Pre-event, every Mk IV undergoes a thorough track test drive by a Multimatic pro driver, then is meticulously prepared for delivery day by the team of expert technicians. Mk IV owners then receive one-on-one coaching and technical insights from Multimatic pro drivers and Ford technicians. They can enjoy extensive private track time in their Ford GT Mk IV to experience the full performance potential of their vehicle. Some owners gradually build their skills and lead/follow, while others are very experienced and use this opportunity to explore the incredible performance of the Mk IV.

The most cars Multimatic has delivered at once at VIR is nine. On average, they host four to six vehicles, creating a truly exclusive event. VIR offers the perfect place to host this special event, including private garages, meeting space for coaching sessions and the full support of track ops staff.

In fact, Multimatic On Track guests are often so enamored with their initial event, they choose to attend multiple On Track events each year with their Mk IV.



THE PINNACLE OF VEHICLE DELIVERY

"It's all about an exclusive, one-of-a-kind experience that our premium owners won't forget," explains Carol. "Visitors expect an exhilarating track experience with expert instruction and On Track certainly delivers. Yet the other amenities here—from Oak Tree Tavern to The Villas—add to the experience. Our On Track guests love it. And the VIR team does a great job of making the event happen."



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A one-of-a-kind event for a one-of-a-kind vehicle.

Ford GT Mk IV owners deserve nothing less.

195 MPH TOP SPEED

800+ HP

3G+ LATERAL ACCELERATION

2400 LBS. DOWNFORCE AT 150 MPH



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



