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Celebration to launch kart racing will be far from ordinary

No ordinary day, the open day planned at Off Road NZ next weekend will be a chance to expose the senses to Rotorua's newest adventure experience – Raceline Karting. It's a day that Rotorua locals, karting enthusiasts, families, petrol-heads and thrill-seekers from all over New Zealand (and further afield) have been looking forward to for more than seven years. And for one day only fans will be able to access the biggest and newest buzz for almost half the usual price; \$35 for 10 minutes. The usual rate for 10 minutes on the circuit is \$67.

Most open days are based on a walk around a new facility, maybe a chance of some giveaways and a sausage thrown in if you are lucky. Running from 10am till 2pm on Sunday, August 29, the Off Road NZ open day will be a whole different experience. It will be a day to open the senses to a completely new experience and celebrate with the entire Off Road NZ crew as they mark the launch of Raceline Karting at Off Road NZ.

Off Road NZ's marketing manager Sandra Blackledge says whilst their aim is to provide guests with an opportunity to experience kart racing in a safe and controlled environment, drivers will be amazed at the speed of the karts. She says the anticipation of suiting up, pulling on a helmet and squeezing into the kart is enough to increase the heart rate. Combined with the squeal of tyres, the G-forces in the numerous hairpin bends and the sensation of ground rush racing along at up to 100kph on the 150m straight just inches off the track, Raceline Karting truly does offer an adrenalin buzz like no other.

The state-of-the-art karts are imported from France and, as far as Off Road NZ are aware; no other company in New Zealand or Australia is offering hire karts of this quality or the chance to race on a professional level track. The Off Road NZ team expect that Raceline Karting will quickly prove addictive for the many fans who take on the new karting challenge either during the open day or in the coming weeks. To help fuel the craving, a newly released \$5 membership card offers ongoing discounts for karters.

Adding to the carnival-like atmosphere on open day will be a bevy of Raceline Karting pit girls, kart demonstrations and displays, spot prizes and giveaways, plus a few treats for youngsters who may not be old enough (14 and over) or tall enough (1.4m and over) to have a turn on the track. Other Off Road NZ adventure products including Monster 4x4 Thrill Rides and 4WD Bush Safaris will be discounted to half price on the day, plus The Rock radio station will be on hand with live crosses and the obligatory sausage sizzle.

The years of planning and development by the Rotorua Kartsport International Development Trust (who built and own the 1.2km long, 8m wide A-rated outdoor kartsport circuit) have paid off for their associate partners, Off Road NZ, who own and operate the fleet of 20 brand new 390cc 4-stroke Sodi karts for public use and have also built a new Off Road NZ reception, office and facilities block that overlooks the track as well as a lake and native bush.

Part of the new look at Off Road NZ is total re-brand that includes new logos, a new tagline – *Driven By Adventure* - that better reflects the experiences now on offer, new imagery and a new feel for Off Road NZ's parent brand and the individual experiences under its umbrella; 4WD Bush Safaris, Monster 4X4 Thrill Rides and, of course, Raceline Karting.

With mile-wide smiles Off Road directors Ian and Carol Tew says it has “definitely been worth the wait”. They are delighted with their new building and how well it fits in with the untamed Mamaku landscape - and with their unique relationship with the Rotorua Kartsport Development Trust that has enabled the arrangement to come to fruition. When the Trust, whose patron is international motor-racing champion Greg Murphy, isn't running club, national and international meets on the Rotorua International Kartsport Raceway, Off Road NZ will have access to the track.

Established in 1992, the Tews have run Off Road NZ as the family-owned business for the past nine years.

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OPEN DAY QUICK FACTS:

Date: Sunday, August 29 – WET or FINE!

Time: 10am-2pm

Place: Off Road NZ/Raceline Karting, Amoores Road, Mamaku.

20 minutes north of Rotorua off Rotorua-Hamilton highway (SH5)

Cost: Free entry. Raceline Karting \$35 for 10 minutes. Normally \$67. All other Off Road NZ products half price.

For further comment, facts, photographs or to arrange a personal media famil, contact:

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