

A ONCE-IN-A-LIFETIME EVENT

The 2014 Primland Driving Experience

SEPTEMBER 22-24, 2014



Racing legends, Tom Kristensen and Harold Primat, invite you to an all day driving thrill at Virginia International Raceway with a two night stay at Primland.



PRIMLAND





Ariel Atom



ride the full course

Experience a thrill like nothing else as you scream around VIR's Full Course in an Audi R8 LMS driven by Hall of Famer Tom Kristensen, the only 9 time winner of the prestigious 24 Hours of Le Mans. Then take another lap in an Audi R8 with former Aston Martin factory driver Harold Primat at the wheel.

take control of the ariel atom

Drive laps on the Patriot Course in an Ariel Atom, the ultimate in open motoring, capable of achieving 60 mph in 2.9 seconds.

race against the pros

Make it to the final round of the karting competition to compete against two of endurance racing's greatest drivers.

enjoy world-class amenities

Unwind at Primland surrounded by 12,000 acres of Virginia's Blue Ridge Mountains, with a two night stay and unparalleled recreation including a golf tournament on the acclaimed Highland Course.

exclusive invitation

This special offer is open to only 16 participants.





TOM KRISTENSEN

- Danish racing driver Tom Kristensen is the only person to win the legendary 24 Hours of Le Mans nine times (six consecutive).
- Only six-time winner of the prestigious 12 Hours of Sebring.
- Holds the rare honor of having won at least one race in all categories for which he has participated.
- Competed in the 'Race of Champions' more times than any other person.
- Winner of the Nations Cup in 2005, and runner-up in 2008 and 2011.
- Three-time runner-up in the ROC Grand Final.
- Named a Motorsport Magazine Hall of Famer in 2013, the same year his team won the FIA World Endurance Champion.

HAROLD PRIMAT

- Started his racing career in 2005.
- Competed in the Le Mans 24 Hours, Le Mans Endurance Series from 2006-2012.
- Earned sixth place overall at Le Mans in 2010, his best finish at the French endurance classic.
- Confirmed as an Aston Martin Racing factory driver in 2009 for the marque's first foray into top-class endurance competition since 1989.
- Won third place at the 58th 12 Hours of Sebring in 2010, and first place in the Mazda Raceway Leguna Seca in 2011.
- Made four Rebellion Racing podiums and two Privateer wins in 2012.
- Competed in the 2012 FIA World Endurance Series Championship.
- Made two Phoenix Racing podiums at the wheel of an Audi R8 LMS Ultra GT3 in 2013.





SCHEDULE OF EVENTS

The Primland Driving Experience **September 22-24 ■ \$10,000 per person ■ only 16 places**

- Two-night stay in Fairway Cottage or spacious Mountain Home

Monday, September 22

- Welcome Reception with Tom Kristensen and Harold Primat followed by dinner in the elements private dining room, the 5th

Tuesday, September 23

- Breakfast
- Helicopter to Virginia International Raceway
- Scream around VIR's Full Course in an Audi R8 LMS driven by Hall of Famer Tom Kristensen. Then take laps in an Audi R8 with former Aston Martin factory driver Harold Primat at the wheel.
- Take an introductory class on the Ariel Atom followed by a drive on the Patriot Course
- Lunch with the racing pros
- Karting competition in the afternoon, and the final group will race with the pros
- Return helicopter to Primland
- Prize ceremony and cocktail reception, followed by Southern Soul Buffet with racing pros at Stables Saloon, complete with live music

Wednesday, September 24

- Breakfast
- Golf tournament with box lunch and awards
 - Attendees who choose not to golf may select two other activities in lieu of the tournament including sporting clays with instructions, ATV trail rides, horseback trail ride or 60-minute spa treatment*

Bring a Guest

Participants in the Primland Driving Experience are welcome to bring one guest, who will enjoy three days of dining, attendance at the nightly event receptions, and more. During the day, in lieu of the VIR activities and golf tournament, your guest may take a short game clinic with our golf professional Brian Alley or a cooking class with Executive Chef Gunnar Thompson. Yoga instruction and guided nature hiking are also offered in the morning. In the afternoon, the choice of activities includes sporting clays with instructions, ATV trail riding, horseback trail riding, or a 60-minute spa treatment.* For the full schedule of events, please contact Primland.

*Activities are subject to availability. To ensure availability, we recommend scheduling be done in advance of arrival.



PRIMLAND

A world-class resort with a 26-room Lodge and other private, spacious accommodations, Primland encompasses 12,000 acres of Blue Ridge Mountain splendor in southern Virginia. Among Primland's amenities are the acclaimed Donald Steel-designed Highland Course, a nature-inspired Spa, an Observatory Dome, miles of mountain trails, shooting sports, horseback riding, tree climbing, kayaking, disc golf, and geocaching.

Top 50 Hotels in the World,
#4 Top Inns in the U.S.

— *Travel + Leisure*, 2013 World's Best Awards —

Top 25 Spas
in the World

— *Condé Nast Traveler* —

The World's 100 Most
Exclusive Resorts

— *Robb Report* —

Top 100 Best Hotels
in the World

— *Condé Nast Traveler*, Reader's Choice 2014 —

