

Life in the fast lane

Risk UK has entered the sports arena with the announcement of a sponsorship deal with a racing car team. Here we look at the car and introduce the driver of our Formula Palmer Audi racer

Risk UK has joined the likes of Nationwide Security Solutions and Visma Software in sponsoring the car of up-and-coming driving sensation Russell Small. Racing in the Formula Palmer Audi series, Russell is a force to be reckoned with travelling at speeds of over 150mph around the track.

By joining the team, Risk UK has raised its profile in the market and our co-sponsors have seen similar benefits. Nationwide Security Solutions, for example, has generated business with existing clients through the medium of motor racing.

According to sales manager John Faulkner says, "Traditionally we have invited our customers, consultants etc to an open day with security equipment on display, but in recent times we have found it harder to attract interest. No disrespect to the industry but security equipment can be a little boring. In 2005 we sponsored a car (Formula Jedi) racing at Oulton Park and we invited several of our main clients who were treated to an exiting day out including hospitality with refreshments provided. I am delighted to say that as a result we had more than a 50% increase in business, we will continue to support the driver Russell Small in the new series."

Meet the driver

Russell Small, aged 20, was born in Birmingham has been racing since the age of 13. Russell started off in karting, entering the British championships and winning his fair share of races and championships. 2005 saw Russell move up to racing single-seater cars in a championships 'Formula Jedi'. This was a good training ground to move up the motorsport ladder as the cars were quick, light and had a lot of power with a superbike engine in the back.

Formula Jedi series was competitive with up to 30 cars on the grid and Russell was consistently on the podium and achieved his first car race win at Rockingham last year.

This year Russell signed up for Formula Palmer Audi (FPA) series, which has eight race weekends at Britain's greatest tracks. FPA also supports A1GP and DTM, which are two of the biggest race meetings in the year with spectator numbers of 60,000+.

Why FPA?

Formula Palmer Audi has proved itself over the last nine years to be one of the premier training grounds for aspiring Formula 1 drivers. Nine FPA graduates have progressed their careers to Formula 1. As the cars are of equal design and power, the racing is close and overtaking is frequent. The cars have 300 bhp from Audi 1.8 turbo engines and are fitted with the innovative "overboost" button that increases power to 360bhp for



an eight second burst to aid overtaking, or defending!

To drive these cars is somewhat of a challenge with no traction control and a powerful turbo seeing these big single-seaters spin regularly makes for a great spectacle - watching racing on the edge.

The debut race

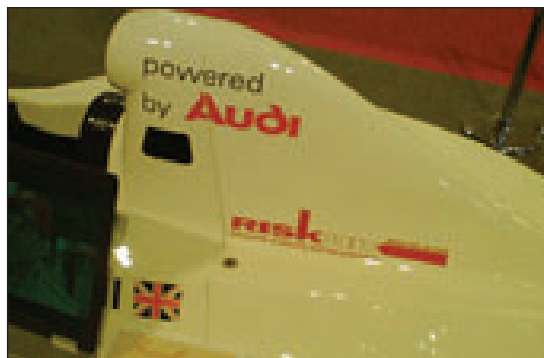
Russell's first round in Palmer Audi was at the famous Brands Hatch circuit where the FPA races were supporting the A1GP which had brought in big crowds. On the Saturday, Russell had his first qualifying session where he ended up securing 18th of a grid of 22 cars. However once the race started he took two positions on the first lap alone, overtaking one car at 155mph down the GP straight, wheel to wheel!

Throughout the rest of the race Russell managed to make up seven places with the help of using the turbo boost wisely and also finished in front of Alex Brundle, son of the well-known F1 driver and TV commentator.

As Russell received his trophy at the end of the race for the most positions made up throughout the race he said "Getting used to the FPA car was difficult without as much practice time as everyone else so I had a lot to learn quickly. One of the problems I encountered was left foot braking where you use the left foot to brake and right foot to blip the throttle when changing down gears this was very daunting when going into bends at 120mph!"

"This weekend has been very beneficial for me and every time I jump in the car I'm getting quicker and finding the car's limits," he said. "So for the next race I'm aiming to be in the top ten and by Brands Hatch DTM meeting I want to be on the podium."

Risk UK will regularly keep you up to date with Russell's progress but to find out more in the meantime visit www.rasmall.co.uk



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