



Media release: August 19, 2010 - For immediate use

Worth waiting to get best kart racing in Australasia

It's been a long time coming but it was definitely worth the wait to be able to offer the public the biggest, best and fastest hire karting experience in Australasia. So says the happiest man in Rotorua - Ian Tew director of Off Road NZ, whose company this month launched an exciting new adventure tourism experience, Raceline Karting, after seven years in the planning, development and building stages.

Off Road NZ's marketing manager Sandra Blackledge says whilst the company aims 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. However combined with the squeal of tyres, the G-forces in the numerous hairpin bends and the sensation of ground rush at speeds up to 100kph just inches off the track on the 150m straight, Raceline Karting offers an adrenalin buzz like no other.

The state-of-the-art karts were especially imported from France and, as far as Off Road NZ are aware; nowhere in Australasia offers a hire karting experience of this quality. Sandra Blackledge says extensive research has failed to reveal any other publicly accessible hire facility in either New Zealand or Australia with karts of the quality specifications of the 390cc 4-stroke Sodi karts or the calibre of the A-rated professional-level race circuit.

The addition of the exciting new Raceline Karting product to Off Road NZ's well-known stable of 'Driven By Adventure' thrill rides came about due to a unique relationship that developed between the Rotorua Kartsport Development Trust and the Mamaku-based tourism adventure company.

The local kart club began planning a kart circuit capable of hosting national and international events in 2003 and two years later the Rotorua KartSport Development Trust was formed to turn the dream into a reality. Major fund-raising efforts were undertaken over the past five years to enable the development the new 1.2km long, 8m wide Rotorua International Kartsport Raceway.

The years of planning and development by the Trust have paid off for Off Road NZ, who are now able to initiate individuals and groups alike into the exciting sport of kart racing via their fleet of 20 brand new, high spec French karts whenever the Trust isn't utilising the kartsport circuit for club, national and international meets.

Between them Off Road NZ and the KartSport Development Trust have ploughed more than \$3 million into the new track and supporting infrastructure including Off Road NZ's new reception, office and facilities block that overlooks the track as well as a lake and native bush. Off Road NZ owners Ian and Carol Tew are delighted with their new building and how well it fits into the untamed Mamaku landscape. The new office building, 1km from the original base, is now the departure point for all experiences.

"The development of this track has been a labour of love for the many people involved in the completion of this huge project. It is a real credit to the Kartsport Development Trust and their patron (international motor racing champion Greg Murphy) to have been able to complete such a track, and Off Road NZ is delighted to be able to start introducing our guests to the sport of karting this month,"

says Ian Tew. Fellow director Carol Tew adds they are fully appreciative of the unique relationship with the Rotorua Kartsport Development Trust that has enabled the arrangement to come to fruition.

As well as the introduction of Raceline Karting, Off Road NZ has also been busy building and setting up a new Monster 4X4 Thrill Ride track that offers new challenges including the 'Loggers Long Drop' and the 'Widow Maker' as well as undergoing a rebrand. The re-branding 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.

Based in beautiful native New Zealand bush at Mamaku, 20 minutes north of Rotorua off SH5, Off Road NZ has been entertaining individuals and groups from all over New Zealand and abroad since 1992 who have experienced - and raved about - 4WD Bush Safaris, Monster 4X4 Thrill Rides, and the Native Bush Camp catering venue.

ENDS – 744 words

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

Marketing Manager Sandra Blackledge - Sandra@offroadnz.co.nz

Director Ian Tew - Ian@offroadNZ.co.nz

Off Road NZ/Raceline Karting

Phone +64 7 332 5748

www.offroadnz.co.nz