Radical Motorsport Announces New Donington Park Corporate Headquarters

* New Radical Motorsport corporate HQ at the UK’s oldest motor circuit, Donington Park
* Customer-facing facility to be open and operational from Spring 2023
* Original Peterborough factory where Radical Motorsport has been located since 1997 remains as its manufacturing and production base
* Realignment of Radical Motorsport’s locations created to bolster growth

**15 March 2023 Cambridgeshire, UK** – Radical Motorsport, the UK’s largest race car manufacturer, has today announced the opening of a new customer-facing facility within Britain’s oldest motor racing circuit, Donington Park.

Located at the main entrance to Donington Park, just 100 metres from the circuit itself at the Melbourne Hairpin entry, the facility will be known as Radical Motorsport’s corporate headquarters (HQ). The move into the former Formula E headquarters comes after Radical Motorsport’s most successful year in its 25-year history, and marks a historic moment for the company, moving the customer-facing sales and marketing teams away from its factory in Peterborough for the first time since its incorporation.

Radical Motorsport’s manufacturing and production base will remain at the Peterborough factory, with customer-facing and commercial departments expanding to the new Donington Park facility. The factory in Peterborough has been home to Radical Motorsport since it was founded 26 years ago in 1997, and the company remains fully committed to its roots in Cambridgeshire.

The new Radical Motorsport corporate HQ is set to become a destination for owners and fans alike, a venue for automotive events and a unique meeting space for business partners and corporate reservations. Open to the public throughout the year Monday to Friday (9 am to 5 pm) and on selected race weekends, Radical Motorsport will open its doors to welcome all visitors to Donington Park.

Behind the scenes, in addition to the office space for its sales, marketing, and motorsport staff, the premises will be able to provide the expanding Radical Motorsport dealer network with dedicated training opportunities to be able to better serve its growing customer base across the world.

Joe Anwyll, Radical Motorsport CEO, said: “We looked at a number of non-circuit-based locations in the UK to host our expanding commercial team. However, with British motorsport tracks widely known as being some of the best in the world, we had to take this opportunity, as a British motorsport manufacturer, to be right on the doorstep of the action.

“As well as our expanding team and record production numbers this year, this move to Donington Park will allow us to pursue ventures we’ve been unable to from our factory. Our cars belong on track, so it’s only fitting we be present there too.”

Jonathan Palmer, Chief Executive of circuit operator MotorSport Vision (MSV), commented: “I’m delighted that Radical Motorsport has decided to move its corporate headquarters to Donington Park. Since MSV took over the running of the venue in 2018, it’s been our ambition not just to create an improved competitor and spectator experience, which we’ve already achieved through numerous venue improvements, but also to elevate the circuit’s standing as a major national hub of motorsport businesses.

“Radical Motorsport is a much-admired and globally recognised manufacturer of sports racing cars, and I’m delighted it’s recognised the significant benefits of being based at one of the UK’s leading race circuits. With the addition of Radical Motorsport alongside a growing portfolio of businesses, and further developments planned at the estate, including the renovation of Donington Hall as an incredible mansion house hotel, the future for the site is looking very bright indeed.

“I extend a very warm welcome to Joe Anwyll and his team and look forward to seeing the completed facility soon.”

Plans are afoot for the new facility to complete and open to the public Spring 2023, and more information will be published at [radicalmotorsport.com](https://www.radicalmotorsport.com/) or on Radical Motorsport’s social media channels.

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**NOTES TO EDITORS**

**Radical Motorsport** enjoyed unprecedented growth in its 25th year, building and selling more cars in 2022 than at any other time in its history. A 33-strong global dealer network spanning 21 countries underpins this growth, and there are now 12 single-make Radical Cup championships across four different continents, including the factory-supported Hagerty Radical Cup UK and the Blue Marble Radical Cup North America.

Radical Motorsport is one of the world’s most prolific sports car manufacturers, with over 2,800 cars produced in the past 25 years. From its 1997 inception, Radical set out to create a customer-lead niche in the world of motorsport, a race-bred thrill-a-minute driving experience on the racetrack and road.

A combination of lightweight construction, superbike-derived technology and aerodynamic downforce delivers models faster than a supercar, totally driver-focused and rewarding to drive. Entering its third decade, the Radical stable includes the entry-level SR1, the best-selling SR3, turbo-charged SR10, and iconic RXC available in GT3 and Spyder variants. The turbocharged SR10 was launched in early 2021 and headlines Radical’s SR product range with over 425 bhp and 380 lb-ft of torque for blistering performance. All models from the renowned racing car manufacturer are solely designed, engineered and built at Radical’s Cambridgeshire headquarters, by 70 of the company’s 130-strong staff.

Radical was the first manufacturer to bring long-format, double-header endurance racing to competitive motorsport while providing comprehensive spares and technical support. The marque’s official single-make championships offer the ultimate driving experience and progressive racing ladder for prototype-style sports car racing for drivers of all abilities, while Radical’s ‘Race the World’ mission offers an end-to-end racing, training and support network across the globe.

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