

Alby Saunders

Managing Director

Brand Mission Statement

Quarter 4 of 2025

START LOCAL. DREAM GLOBAL.

At Burwood Motorsports, we believe greatness starts at the grassroots. That first kart. That first corner. That first race weekend in a borrowed suit with borrowed time.

This is where you begin—locally, on the tracks that shape character, commitment, and confidence. But we don't stop there.

“Start Local. Dream Global.” isn't just a motto—it's a promise.

We exist to take young, passionate racers from community-level circuits to national stages and beyond, with the guidance, representation, and commercial support needed to build a real motorsport future.

What It Means for Drivers:

- **Local Foundations:** We work with drivers right where they are—supporting them from day one, at the kart tracks and club races that matter most.
- **Professional Growth:** Our representation isn't just about exposure; it's about real development—on the track, in front of sponsors, and within the motorsport industry.
- **Big Vision:** Through partnerships, media exposure, and sponsor-backed support, we position drivers for the long game—from karting to cars, regionals to nationals, and into professional ranks.

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START LOCAL. DREAM GLOBAL. - BACKGROUND INFORMATION

Why This Slogan Was chosen and Expected Impact :

This slogan empowers young drivers to believe in their journey. It speaks to ambition but stays grounded in the reality of how careers begin. It's authentic. It gives hope. And it frames Burwood Motorsports as the stepping stone between where they are and where they want to be.

In conclusion this simple slogan tells everyone we are looking for and monitoring local talent. At the moment that talent is in Essex and in particular I believe Brentwood has a string of drivers who went through the Brentwood Karting development process and will soon be racing in whatever races they can afford to enter, which is where we come in!

You can see more information in our Corporate 'Full Mission' statement.



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Full Mission Statement

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YOUR BRAND. THEIR JOURNEY. ONE TRACK

At Burwood Motorsports, we unite brand ambition with the raw potential of tomorrow's motorsport champions. Our mission is simple yet powerful: to create a single, focused path where emerging racing talent can thrive-supported by businesses that understand the value of meaningful partnership.

Your brand gains visibility, authenticity, and emotional engagement. Their journey becomes possible through structured support, sponsorship, and development.

One track-the racetrack-becomes the platform where dreams, recognition, and reputations are built.

We don't just connect businesses to young drivers; we align values, amplify exposure, and drive community impact. Through tailored sponsorship packages and ambassador opportunities, we help companies embed their brand in a story, of determination, performance, and purpose.

Together, we champion the future-on and off the track.



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