



RMS
REED MOTORSPORTS



Camryn Reed

About Camryn's racing career



Camryn Reed is a 17-year-old female driver based out of Louisiana.

Her career started at age 9 in karting. With no motorsports background her family struggled at first. Her dad taught himself everything he could to make sure she was always prepared and had the best setup possible.

- At 9 she was driving 50+ mph in a 206 cadet kart. That is where her love for the sport began. Over time this love would turn into an obsession. The adrenaline rush was unlike anything she had experienced. They continued to practice and participate at the club level.
- By the end of her first season, she was battling for the top spot!

Being a girl in this sport wasn't the easiest of tasks, constantly being crashed or overhearing people saying mean things, but this didn't affect nor stop her from chasing her dream.

- At just 10 years old, she entered national racing circuits and quickly rose to prominence, consistently leading the pack and securing numerous victories.
- By 12, she was competing in higher age categories, mastering both 4-stroke and 2-stroke racing across the country.
- Among her achievements, she became the 3rd female driver to win Daytona Kart Week, following in the footsteps of racing legends like Danika Patrick and Julia Launders.
- Transitioning to Formula 1600 cars, she made history by becoming the youngest and first female to clinch the SCCA Hoosier Super Tour National Championship in her debut season.
- Representing Team USA in Spain, she secured pole position and a heat race victory, contributing to our team's success in the Tillotson Nations Cup with a P7. Despite narrowly missing out on the championship in 2023, she remains determined and optimistic about the challenges and triumphs that lie ahead in 2024.

Off the track



Off track Camryn excels in school, learning at an accelerated rate through the gifted program and Honors classes. She is a senior in high school and holds a 4.0 GPA despite her racing career.

She is also the student council president as well as part of the school's ACT Elite group. She leads the student section and was a part of the Southside Homecoming Court. She takes honors and DE courses which allows her to take college courses while still attending high school.

She graduates in May of 2024 and looks forward to attending college.

Media



- Youngsville teen proving anything is possible with a little practice Camryn Reed representing Team USA in go-kart racing
- 17-year-old Lafayette, Louisiana girl representing Team USA in go-kart racing
- Youngsville Teen To Compete In International Go Kart Racing
- Heels on Wheels Radio Show: March 1, 2022 Show #390 with special guest Kart & F16 driver Camryn Reed
- Female Louisiana racing driver takes on the world

History was made in the 28-driver Briggs 206 Junior category in Daytona. The Day 1 action was led by Eli Warren who set fast time and won the Prefinal. The Final was a battle to the very end for the 16-lap main event. Warren was shuffled back with Parker DeLong leading most of the race. Ashton Henckel took the lead on lap 14 and was leading at the white flag. A last lap battle saw Camryn Reed, who started seventh, lead the one lap that counted, the final one. She timed out the passes perfectly, reaching the line first by five hundredths of a second over Henckel to become the first female winner at WKA Daytona KartWeek since 2008 when Julia Landauer won a Senior race. Warren left no doubt on Day 2, sweeping the action. He led all 10 laps of the Prefinal and then all 16 of the Final, driving to a 1.4 second advantage. DeLong won the fight for second, crossing the line just ahead of Reed.



Camryn Reed became the first female winner at the WKA Daytona KartWeek since 2008 with her photo finish win in Briggs 206 Junior (Photo: WKA)



watch Camryn's interview: 45 minute mark - 1 hour

Racing series & exposure



Audience Overview & Demographics

- Median age: 40.5 years
 - 26% aged 30-40
 - 50% aged 25-44
- Professional/managerial occupations: 57%
- College/post-graduate degrees: 61%
- Growing interest in aftermarket import performance components and import racing activities, attracting a youth-oriented demographic.

Social Media:

47.4K followers on Instagram
97k followers on Facebook

Financial Profile: SCCA Members

- Disposable income: Significant
 - 78% earn \$50,000/year or more
 - Median household income: \$71,000
 - Average income: \$82,550/year
- Car ownership: Active
 - 73% own two or more cars
 - 23% own four or more cars

Engagement with Motorsports: SCCA Members

- Event attendance: Active
 - 58% attend 1-10 race-related events annually
 - Average of 4 track trips per season
- Spending at the track: Substantial
 - Average spending per trip: \$565
 - Estimated SCCA fan travel market: Over \$1 billion annually
- Participation at events: High
 - 87% participate in some capacity at events

Regional Alignment: Southeast SCCA Members

- Reflects upscale national figures
- Highly desirable, affluent, and well-educated consumer base

Industry Trends: Aftermarket Performance Products

- Japanese performance cars driving industry growth
- Specialty Equipment Manufacturers Association (SEMA) data:
 - Retail spending on performance-related aftermarket automotive products: \$19.3 billion plus last year

Racing series & exposure



Audience Overview & Demographics

Social Media:

1673 followers on Instagram

4.4k followers on Facebook

- Hosts highly competitive formula car racing events
- Offers a variety of championships:
 - F1600 series
 - F2000 series
 - Atlantic series
 - Right Coast Formula Ford Series

About FRP:

- Established in 2006
- Sanctioned by SCCA Pro Racing
- Events held at prestigious circuits along the East Coast

Discover Our Series:

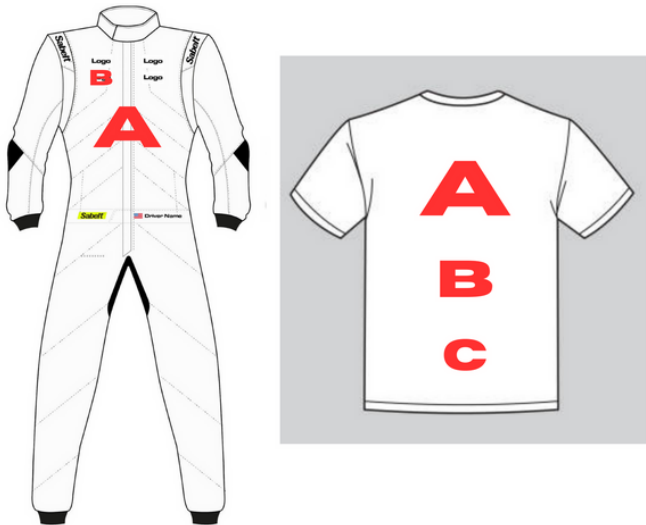
- **F1600 (Formula Ford) Series:**
 - Rich history since 1969
 - Non-winged purpose-built single-seat race car
 - Excellent training ground for career-minded drivers
 - Highly competitive and economical class
 - Addition of FIT motor from Honda for cost savings
 - Notable alumni:
 - Aaron Telitz (Indy Lights)
 - Simon Sikes (USF2000)
 - Dario Cangialosi (IMSA LMP3)
 - Neil Verhagan (Red Bull development driver)

Sponsorships



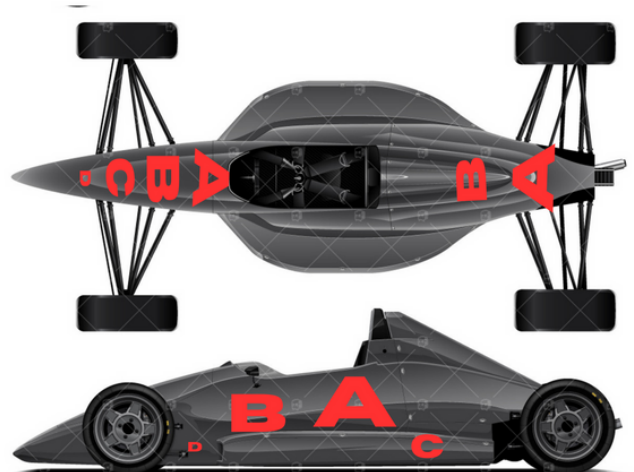
| Base Package \$2500 | Bronze Package \$5000 | Silver Package \$7500 | Gold Package \$10,000 |
|--|---|--|--|
| <ul style="list-style-type: none"> Covers entry fees for Super Tour Races Small sticker on car Tag in social media posts Shoutout on Super Tour Podium | <ul style="list-style-type: none"> Tire coverage for Super Tour Races Medium sticker on car Tag in social media posts Shoutout on Super Tour Podium Logo on shirts | <ul style="list-style-type: none"> Covers entry fees for Pro races Large sticker on car Social media exposure Logo on shirts 2 free shirts Small logo on suit Shoutout on Super Tour and Pro Race Podiums | <ul style="list-style-type: none"> Covers tires for pro events Large sticker on car Social media exposure Logo on shirts 5 free shirts Large logo on suit 50 signed hero cards Shoutout on Super Tour and Pro Race Podiums |

Racing Suit and Shirt Logo Placement



A= Gold, B=Silver, C=Bronze

Car Sticker Placement



A= Gold, B=Silver
C=Bronze, D= Base



Social Media

Instagram - [camrynreedracing](#)
(972 followers)

Facebook - [camryn reed](#)
(612 friends)

Youtube - [camrynreed.racing](#)
(44 Subscribers)

Contact Information

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