

palmer
SPORT



2025





Welcome to the world's greatest motorsport driving event.

At the heart of PalmerSport is an experience that thrills, motivates, and inspires. It has generated unforgettable memories for hundreds of thousands of people – many of whom never dreamt of driving a racing car at a purpose-built circuit – and after three decades remains the world's best motorsport experience.

If you join PalmerSport as part of a corporate group, we can offer benefits unlike any other event. From team and relationship building, to business development and deal-making, you'll find that a day at PalmerSport provides everything you'd ever need. If you find it a challenge to entice the guests you really want to join your corporate or staff entertaining events, the activities at PalmerSport are irresistible. There really is nothing like it anywhere in the world.

And if you're attending with family or friends, a PalmerSport experience strengthens bonds and ignites shared passions.

In my career I have witnessed time and again how motorsport creates connections and draws individuals together. At PalmerSport, we have condensed this into an experience that you'll remember for the rest of your life.



PalmerSport consistently strives to recreate the exhilaration that comes from driving a genuine racing car to its limits. It's something I've been lucky enough to experience in my career, and a feeling that is incomparable.

For 2025 we have introduced a cutting-edge headline car that allows our guests to get even closer to that authentic, race driver feeling: the extraordinary McLaren Artura GT4. Having tested the car myself, I can honestly say that never has such stunning performance been so accessible to drivers of all abilities. I am particularly proud to see McLaren join the PalmerSport line up, as the famous marque played a huge role in my career.

As I write this, McLaren is back to its best in F1 and truly on the ascendency. So why not come to Bedford Autodrome and experience that 'Papaya Orange' feeling? There's nothing quite like it.



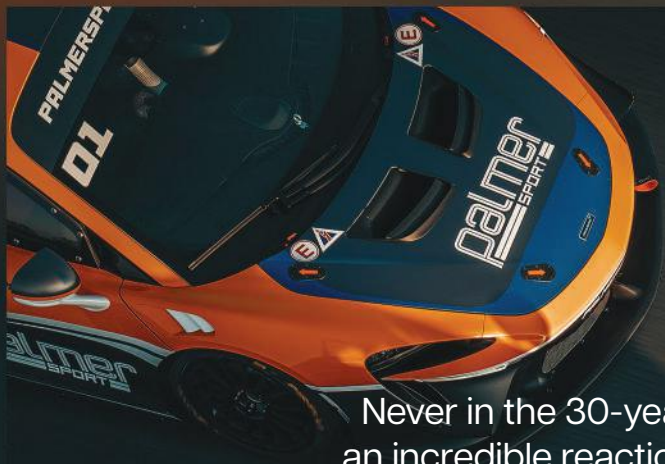


205mph

V6, 2993cc, twin-turbo engine, 0-62mph in 2.9sec.
Slick tyres (dry weather), air jacking system, Alcon racing
brakes with Bosch Motorsport ABS unit.

MCLAREN ARTURA GT4

Introducing our phenomenal new McLaren Artura GT4. There is no better way to experience the intoxicating thrill of driving a cutting-edge racing car than with the phenomenal new McLaren Artura GT4. It has established itself as a global benchmark in endurance racing, and driving this remarkable machine at PalmerSport will create memories you will never forget.



“

Never in the 30-year history of PalmerSport have I seen such an incredible reaction from our guests – absolutely mind blown

Jonathan Palmer

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The biggest leap forward in the PalmerSport line-up since 1991.

“My close relationship with McLaren dates back 44 years, when I tested their F1 car as a reward for winning the 1981 British F3 championship. I then had an amazing time as their official F1 test driver for three years alongside Ayrton Senna and Gerhard Berger, and became development driver for the original McLaren F1 supercar.

I'm absolutely thrilled that we have introduced a McLaren race car at PalmerSport. What has made this possible is the fact that technological development has enabled McLaren to produce a race car that is not just prodigiously fast, but also very user friendly, so great for not just professional drivers but amateurs too.”

Jonathan Palmer

The stunning Artura GT4 is manufactured alongside McLaren's hugely successful Formula 1 cars at its HQ in Woking, England.



McLaren Artura GT4

Our 2025 headliner offers you the chance to experience a thoroughbred racing machine brought to you by one of F1's most legendary teams, McLaren. You'll be surprised at just how user-friendly this car is, not to mention supremely fast, thanks to advanced aerodynamics, slick racing tyres in dry conditions, and a seven-speed paddle shift gearbox.

Our instructors are smitten by this extraordinary racing car, and guarantee that driving it will provide you with unforgettable memories. They say you'll be amazed at how close you can get to achieving peak performance with the Artura GT4 race car, and look forward to helping you explore its limits.

- › Lightweight and strong carbon fibre chassis
- › 3 litre V6 twin turbo engine
- › 8500 rpm rev limit
- › Mechanical limited slip differential
- › Onboard video recorder

THE CARS





Formula 3000

A pure-bred single-seater racing machine that's as close as you'll get to fulfilling that F1 dream.

- › Cosworth-developed 3000cc V6 engine
- › 250 bhp at 6500 rpm
- › Six-speed paddle shift
- › F1-style high-downforce bodywork
- › Onboard video recorder



Ginetta G56 GTA

Derived from the most successful GT4 race chassis of all time, the Ginetta G56 GTA is a British-engineered marvel.

- › Perfect 50/50 weight distribution
- › Rear-wheel-drive
- › 3.7-litre V6 Ford engine
- › Paddle shift gearbox
- › 0-60mph in 3.6 seconds



Palmer JP-LM

Feel like a true Le Mans racing legend and experience staggering downforce in our exclusive sports-prototype.

- › Cosworth V6
- › Three-litre quad-cam engine
- › 3.4 seconds 0-60mph
- › 164mph top speed
- › Extreme aerodynamics



Caterham PalmerSport

Personally developed by Jonathan Palmer to offer the purest, all-action driving experience.

- › 0-60mph in 3.9 seconds
- › Front engine/rear wheel drive
- › Six-speed paddle gearbox
- › Sub 650kg
- › Instant throttle response



Alpine A110 S

Experience what's considered as not only one of the best drivers' cars of today, but one of the most revered performance sports cars of all time.

- › Mid-mounted turbocharged engine
- › 300 bhp
- › 171 mph top speed
- › 4.2 seconds 0-60 mph
- › Seven-speed paddle shift gearbox



Land Rover Defender

Put your faith in the king of 4x4s and listen to your instructor, and you'll emerge from PalmerSport's challenging course lost in admiration for an all-time classic off-roader.

- › 45 degree maximum climb angle
- › 35 degree side tilt
- › 500 mm wading depth
- › 2.4 litre turbo engine
- › Locking differential



Sodi Kart GT5

The most successful kart of its kind, tested on tracks all over the world, with ideal ergonomics and weight distribution. Pure. Fun.

- › Top speed 48mph
- › Honda GX390 engine
- › For PalmerSport's custom-built kart track
- › Full wheel and axle coverings
- › Integral engine covering



Caterham Pursuit

Legendary lightweight sportscar, custom-specified for PalmerSport for drifting, doughnuts, and head-to-head timed challenges.

- › 0-60mph in 4.8 seconds
- › 175 bhp
- › Six-speed manual gearbox
- › Sub 650kg
- › Designed to drift



Full Day Event

The original, legendary and most popular event guarantees you maximum time – for both driving and entertaining over a full day. Featuring an exhilarating eight-activity programme including the new for 2025 McLaren Artura GT4, plus a taster session in the revolutionary Hyundai IONIQ 5 N.



Morning Formula

A great option for early risers with afternoon commitments. The morning-based half day programme features five driving activities, plus breakfast, a two course lunch and awards presentation.

Welcome to the PalmerSport Event Collection. With a wide range of activity programmes at our purpose built Bedford Autodrome facility, all featuring superb hospitality, exceptional trackside suites, and instructors who encourage you to safely and confidently enjoy your time behind the wheel, the PalmerSport Collection has everything you need for your corporate or family and friend groups. Unforgettable memories and big smiles are guaranteed!



Afternoon GT

Arrive just before midday for a three-activity afternoon programme with lunch and afternoon tea included.



Evening Event

Join our popular after-work programme (late Spring/ Summer) for exhilarating drives, afternoon tea, a relaxed BBQ, and prizes.



Full Day Experience.



At a PalmerSport Full Day Event you'll unlock enhanced vision, process information at high speeds and experience a heightened sense of balance and motion – just like a real racing driver.

A full day at PalmerSport gives you the opportunity to experience eight activities, including driving the sensational McLaren Artura GT4 race car, the thrilling F3000 single seater and much more. Additionally, you'll learn the North circuit behind the wheel of the groundbreaking Hyundai IONIQ 5 N before driving the Ginetta G56.



Under expert instruction you'll experience the cars on their own individual circuits, each boasting vast run-off areas for pushing your limits in perfect safety, and enjoy your downtime with superb catering in PalmerSport's trackside hospitality suites.

Your full day is available for up to 72 guests, six days a week (excluding Sundays) and features the following vehicles:

- › **McLaren Artura GT4** – *the sports car of the moment*
- › **Formula 3000** – *live out your grand prix fantasies*
- › **Ginetta G56 GTA** – *British-engineered supercar slayer*
- › **Caterham PalmerSport** – *lightweight, pure and unmatched*
- › **Palmer JP-LM** – *for those dreaming of Le Mans*
- › **Land Rover Defender** – *immortal overlanding 4x4*
- › **Caterham Pursuit** – *your only head-to-head challenge*
- › **Sodi Kart** – *where F1 legends learn their trade*
- › **Hyundai IONIQ 5 N** – *Taster session (untimed)*

Onboard video footage available on McLaren and F3000.



“

The McLaren Artura GT4 is leaving our guests awe-struck, and the feedback from everyone experiencing the car is one of amazement.

Jonathan Palmer

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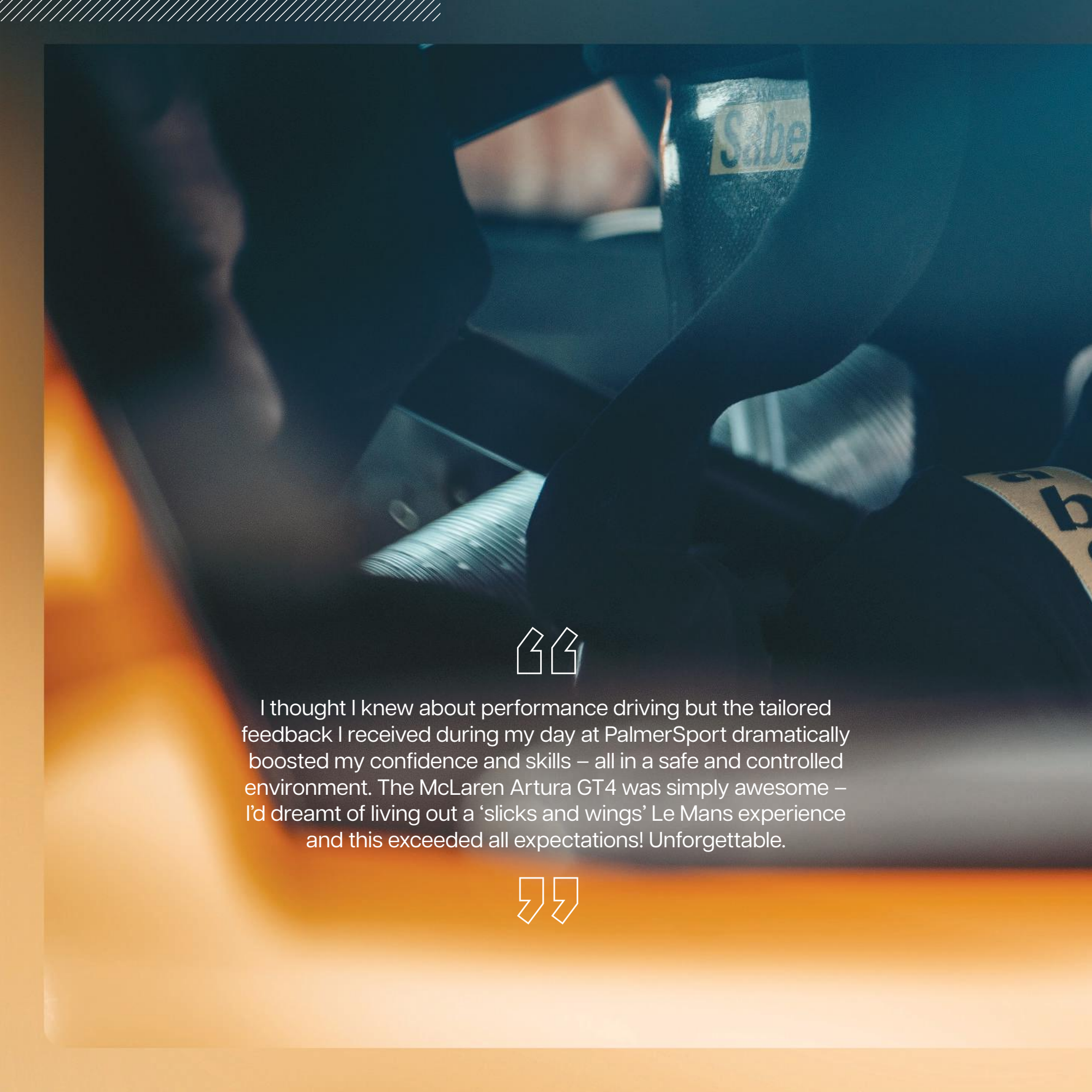
McLaren

Based on the revolutionary McLaren Artura road car, the new GT4 represents a significant step up from the outgoing 570S GT4, itself a hugely successful competition car.



McLaren





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I thought I knew about performance driving but the tailored feedback I received during my day at PalmerSport dramatically boosted my confidence and skills – all in a safe and controlled environment. The McLaren Artura GT4 was simply awesome – I'd dreamt of living out a 'slicks and wings' Le Mans experience and this exceeded all expectations! Unforgettable.

”



Morning Formula.

Whether you're attending as a private individual or part of a corporate group, the Morning Formula is a five-activity programme with live timing, scoring and awards – with breakfast and lunch included.

Your day starts at 8am and finishes shortly after a delicious lunch and awards ceremony, with the opportunity to add a conference element in the afternoon. The Morning Formula programme includes the following vehicles:

- › Formula 3000
- › Palmer JP-LM
- › Land Rover Defender
- › Caterham Pursuit
- › Sodi Kart

Onboard video footage available on F3000.



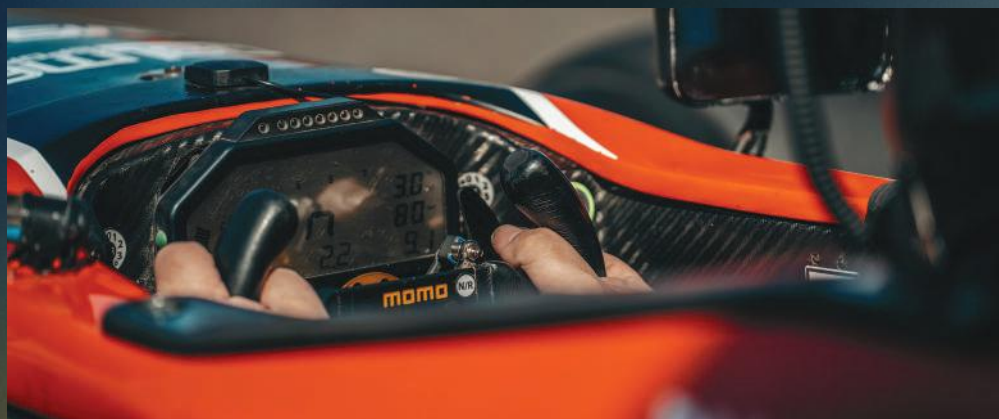




“

I've been an F1 fan for many years, and like many others wished that I could get somewhere close to experiencing what it must feel like driving a single seat race car at high speed. The F3000 didn't disappoint. What an amazing day and a memory to cherish.

”







The Hyundai IONIQ 5 N is a cutting-edge performance EV, blending an electrifying 641hp (with N Grin Boost) with track-ready technology like N e-Shift for simulated gears and N Active Sound+, delivering exhilarating, engaging driving fun.

Afternoon GT.

The event is available for one to 36 guests and runs from 11.45am to 5pm. Included is a two course lunch, afternoon tea and an awards presentation.

This three-activity afternoon programme with live timing, scoring and awards gives you the chance to enjoy a selection of vehicles that offer pure, undiluted driving enjoyment – including the stunning new Alpine A110 S – exclusive to this event. Superb hospitality is provided throughout.

Vehicles include:

- › Alpine A110 S
- › Ginetta G56 GTA
- › Caterham PalmerSport
- › Hyundai IONIQ 5 N (untimed)

Alpine

One of the best handling cars ever made, you'll revel in our A110's finely balanced chassis and discover new depths to your driving talents.



“

The coaching was exceptional - within a few laps I was more confident, smoother, and quicker. I found time in every session and shaving tenths off my lap times felt amazing. It's a proper step-up from any track day I've done before.

”







Evening Event.

During late spring and summer, this popular after-work event is yours to enjoy as an individual, or as part of a private or corporate group.

A barbecue follows a four-activity programme with live timing, scoring and awards, with the event starting with a fine afternoon tea with sandwiches and cakes. Not too many cakes, though, especially if you have your eye on first place in the lightweight go-kart...

The event runs from 3.45pm to 8.30pm and is offered for one to 24 guests. Vehicles featured include:

- › Formula 3000
- › Ginetta G56 GTA
- › Palmer JP-LM
- › Sodi Kart
- › Hyundai IONIQ 5 N (untimed)

Onboard video footage available on F3000.







The PalmerSport Evening Event has taken our client entertaining to the next level. It offers more than an exceptional driving experience, it's become a platform for business conversations and an environment for negotiating deals and closing sales.



PalmerSport is like no other event on the planet. Designed from the ground up, it exists to simultaneously provide exceptional driving experiences and the opportunity to foster relationships, be they clients, staff, friends or family.

Electric Hyundai IONIQ 5 N – new for 2025

With a 0 to 60mph time of just 3.5 seconds, in the extraordinary Hyundai IONIQ 5 N you'll be able to experience hypercar-levels of acceleration wrapped up in an EV package. Hit the 'N' button and the Hyundai comes alive - with simulated engine sounds, a 8000rpm rev limit and even a paddle shift gearbox. Guests have the opportunity for a taster session prior to driving the Ginetta G56 GTA – the first time an electric car has been included on the PalmerSport programme.



Optional Features

Exclusive Events

If you are looking to tailor a PalmerSport event around your requirements, we can help. Perhaps you'd like your logo on the cars or trophies, and enjoy a unique hospitality or catering experience. Either way, we're here to help you build a personalised and bespoke package.



JP-LM SuperRide

The only optional extra activity at PalmerSport is a passenger experience in one of our SuperRide JP-LMs, which are even faster than the versions our guests drive. You'll experience mind-bending speeds with one of our most senior instructors behind the wheel!





Until the Hyundai IONIQ 5 N I have never enjoyed driving a battery electric car. The 5 N changes all that. It's brilliantly engineered, and it's unique. The world is increasingly moving towards an electric future and the Hyundai is such a phenomenal step that I knew our PalmerSport guests would love to try it out.

Jonathan Palmer



The Circuits

Bedford Autodrome was designed uniquely for PalmerSport by Jonathan Palmer with flat-out driving – not motor racing – in mind. There are no concrete walls or spectator grandstands, just endless run-off and acres of grass.

With the comfort of knowing there's nothing to hit but the rev limiter, and a professional instructor sitting right alongside, you'll have the freedom and confidence to push our cars harder than you thought possible.

Hospitality

PalmerSport's off-track hospitality has been engineered to the same exacting standards as the on-track experience. We promise comfortable surroundings, all-weather protection and catering of the highest standard.

Refueling the body comes courtesy of a world-class team of chefs, who curate the menu to ensure that your calories burned are sufficiently replaced, whether it's a fine breakfast on arrival, lunch, sumptuous afternoon tea, or our popular Evening programme barbecue.





With four circuits and three activity areas running simultaneously, you will experience multiple vehicles and tracks. But there's still time to relax in our stylish and comfortable suites, swapping stories and watching the live timing screens before being whisked off to the next PalmerSport challenge.





Your Hosts and Instructors

When you're sitting next to one of our PalmerSport instructors, you'll know you're alongside one of the very best. You could even be learning from a future superstar – Lewis Hamilton was once part of the team at Bedford Autodrome. Our instructors will encourage you to discover your true on-track potential, whilst experienced team leaders and hosts will make sure your day lives up to PalmerSport's reputation of excellence.

Safety

At PalmerSport, your safety is our top priority. We own and operate all of our vehicles, ensuring that we only provide our guests with machinery in peak condition. You can be assured that everything you drive at Bedford Autodrome is primed to be pushed to its extremes, with components routinely inspected and replaced, regardless of condition, by our expert technicians. All cars with instruction have full harnesses, dual brakes and engine kill switches.





OUR TEAM



“

The instructors and overall environment are amazing. The whole setup is designed to help you extract maximum confidence and belief in your driving abilities. I discovered skills I didn't know I had!

”



Contact:

Our sales team have been working on PalmerSport for more than two decades and pride themselves on knowing every aspect of the experience. If you have any questions, feel free to contact Jon Billin or Ben Wingrove. They're here to help you explore your options, from Full Day corporate sessions all the way to single guest experiences.



Call +44 (0)1403 733 999
Email sales@palmersport.com
palmersport.com



Whether attending as a private individual or as part of a small group or corporate booking, PalmerSport has been honed and perfected over three decades of experience. It is, quite simply, the world's greatest driving experience.

- › Bedford Autodrome is centrally located 50 miles north of London, with excellent road and rail links
- › Experiences and vouchers are available to book online
- › The PalmerSport season runs from March to December
- › Guests attend six days a week (excluding Sundays)
- › Events are run in teams of 12 drivers, with a maximum of six teams per day
- › Spacious run-off areas allow you the freedom to drive harder and faster than anywhere else in the world
- › Optional SuperRide available to all guests in the JP-LM two-seater race car
- › To accommodate one guest upwards, shared days designed for individuals and small groups are available
- › All PalmerSport suites offer guests all-weather protection
- › Curated menus offer local produce and sustainable produce wherever possible
- › Complimentary refreshments, WiFi and phone charging available throughout the day

Prices (+VAT per person)

Morning Formula	from £585
Afternoon GT	from £585
Evening Experience	from £610
Full Day Experience	from £1,000
Bespoke Experiences	please call

Gift Vouchers: Often described as the best birthday or Christmas present ever received, a PalmerSport voucher is redeemable against any shared event days and is valid for 24 months. Supplied in a presentation pack with a booklet detailing the experience, PalmerSport gift vouchers are ideal gifts for friends and family. Visit palmersport.com to buy yours 24/7.



palmer
SPORT



“

Unquestionably the world's greatest driving experience.
With exceptional staff, amazing instructors, and circuits designed to allow
you to push to the limit (and beyond), PalmerSport is simply phenomenal.
In fact it's so good I rebooked immediately!

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