

Audi Norwell and Porsche Norwell feel the need for speed at Palmer Motorsports Park

On Thursday June 8 Audi Norwell and Porsche Norwell and about 30 invited customers went to Palmer Motorsports Park (PMP) for our first ever track day. PMP is 7 miles from the Mass Turnpike in Palmer, MA. PMP opened in 2015 and is the first private road course in Massachusetts. The track is 2.3 miles on, 40 feet wide and has more elevation change than any track in North America at 190 feet. PMP was voted one of the top 10 race tracks in the country by Road and Track Magazine.



Audi Norwell and Porsche Norwell enlisted the help of members from the Porsche Drivers Club to aid with race driver training. Customers first attended a driver meeting to go over track rules and guidelines. Customers then jumped into their cars and conducted a series of parade laps. The instructor was in the lead followed by 5 customers. The parade laps are designed to get everyone familiar with the track and to show them the preferred line around the twisty 14 turn course.



After a series of parade laps the instructors jumped in the passenger seat. It was now the customers turn to go as fast as they wanted. "These are some of the finest cars on the road and to unleash them on the track was a phenomenal experience" says Audi S6 owner Matt Hill. We had a wide range of cars show up from the Audi A3 to a Porsche GT4 track car. They all looked right at home on the track. At the end of the day the customers had the unique opportunity to go for a ride with the professional driver in their race cars. These cars were reaching speeds over 130 mph at points around the track. It was a great day and an unforgettable experience.

