

New race media portal goes live

A new SA-based motorsport media portal has been launched, specialising in the compilation, distribution and promotion of media info on behalf of race drivers, teams and series.



"We are delighted to present the Motorsport Media Machine - an all-new custom-made website that aims to fill the South African motorsport void currently open in so many local media outlets," Motorsport Media's Michele Lupini explained. "Our objective is to present quality regular reader-oriented and interesting motorsport media information for the press in general to consider."

Motorsport Media looks after publicity for a growing list of customers including US IMSA racer Stephen Simpson, international GT racers David Perel, Kelvin van der Linde and Jordan Pepper and young racers competing overseas, the likes of Sheldon van der Linde, Jonathan Aberdein and Eugene Denyssen. Motorsport Media also works with the African Endurance Series, the South African National Karting Championship, the Western Province and Vereeniging Kart Clubs, the WP GTi Challenge and several other teams, drivers, series and motorsport bodies.

Motorsport Media's services include the specialist compilation and distribution of formal motorsport media releases to targeted outlets in both the traditional and social media, and the site also includes a news aspect that covers daily South African and international motorsport news.

"South African motorsport is at a crucial crossroads," Lupini pointed out. "With the new Kyalami set to host its first races

later this year, the new GTC series about to take off and an increasing number of local racers competing overseas with great success, we believe that the sport is well back on the up.

"Our objective with Motorsport Media is to see to it that our racing heroes achieve the level media presence and exposure that their rugby, cricket and soccer players, athletes and other sporting peers have always managed without fail. South Africa's motor sportsmen deserve far more kudos than they currently attract and we trust that our efforts through Motorsport Media will help bridge that divide."

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