

# SPEED SECRETS

## CAR CLUB PROGRAMS Presented by Ross Bentley

The following programs are available as is, or custom-designed to suit your timeline and messages.

**Guest Speaker** (Custom-designed timeline)  
Ross' content is custom-designed to suit your event (dinner, driving event, etc.), but typically focuses on driver training, racing stories, driver education for teens, human performance, cars driven, or driving experiences. All of Ross' talks are entertaining, fun, and educational.

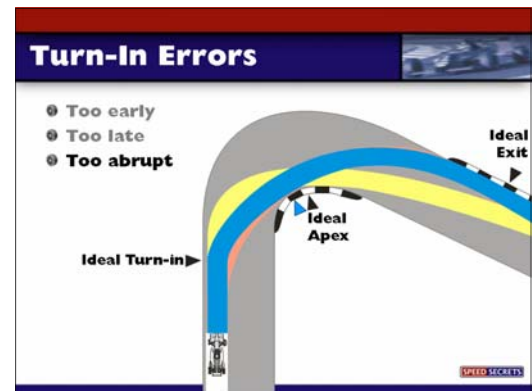
*"Ross Bentley is an outstanding speaker because of his easy-going presentation style. With his experience, he relates very well to the audience regardless of their previous background. And when he shares some of his 'speed secrets,' they seem so simple, and yet I find myself asking, 'Why didn't I think of that?' I look forward to having him speak at another of our seminars in the future."*  
Andy Collins, Armadillo Racing

### Classroom Program – Custom-designed Curriculum

Ross has created a complete classroom curriculum that will integrate and enhance your current DE program.

The program consists of:

- A custom-designed series of classroom modules to support and enhance your on-track sessions, integrating the classroom and on-track instruction, and ensuring a safe, consistent, high quality program.
- Novice, Intermediate, Advanced modules
- PowerPoint format, custom graphics, animations of vehicle dynamics
- Instructor tools: MindMap overview, curriculum/classroom outline points, on-track instructor guidelines
- Program delivery training: Ross Bentley will personally train your instructors to deliver the curriculum

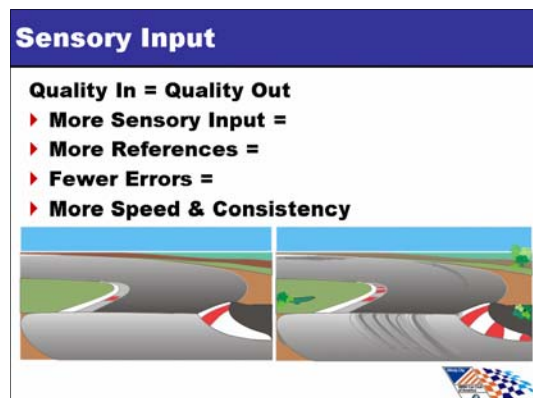


### Being a Better Instructor - Instructor Training Seminar (4.5 hours)

In this interactive workshop, relying on his 15-plus years of experience in training instructors, Ross not only provides the theory behind great instructing, but delivers specific tools and techniques that your instructors can put to use themselves.

Topics include:

- Instructor Effectiveness
- Training Steps
- Instructing vs. Coaching
- Most Common Instruction and Why It's Often Ineffective
- Strategies



- How the Driver's Mind Works
- Learning How Drivers Learn
- Instructing Techniques

### **Presentation Techniques for Classroom Instructors – Seminar (2.5 hours)**

It's one thing to know the theory and techniques of performance driving, it's an entirely different thing to know how best to communicate them in an effective and entertaining manner. That's what this seminar is all about.

Topics include:

- Using anxiety & nervousness to your benefit
- Presentation format
- Human nature
- The basics
- Interaction
- Keeping interest
- Using PowerPoint

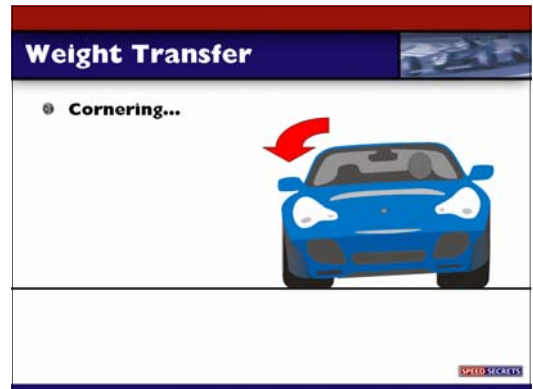


### **Advanced Driving Techniques – Seminar (2.5 hours)**

What do you do with drivers who have been through your DE sessions multiple times? If you want to keep them engaged and learning, invite Ross to present his Advanced Driving Techniques seminar.

Topics include:

- Why do you do what you do on the track?
- The most common errors, and what to do about them
- The 100% tire rule and what it means to you
- The mysteries of trail braking
- Using the End-of-Braking Point
- The Speed Equation
- Slip angle, what slip angle?
- What is "Driving at the Limit"?
- The Change-of-Speed problem
- How best to learn a track
- Tune my car or tune my driving?
- Self-coaching techniques
- Most Common Instruction



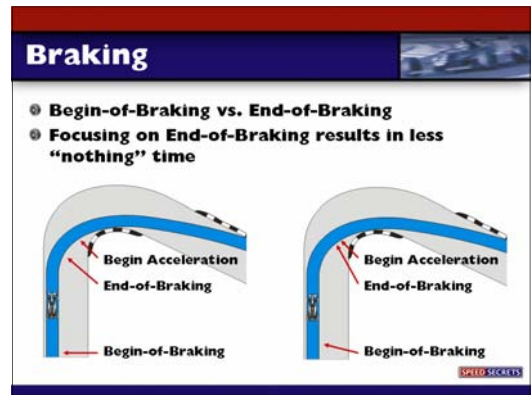
### **Common Driving Errors - Seminar (2.0 hours)**

Typically presented in conjunction with one of his other presentations, Ross' Common Driving Errors seminar is one of the most popular, and most effective learning sessions.

Topics include:

- Identifying errors
- The line
- Not using all the track
- Going faster

- Brake release
- Trail Braking
- Braking – EoB
- Change of Speed
- Speed Formula
- Weight transfer, balance,
- Exit oversteer—Cause or effect
- Lack of feel for limit
- Holding breath

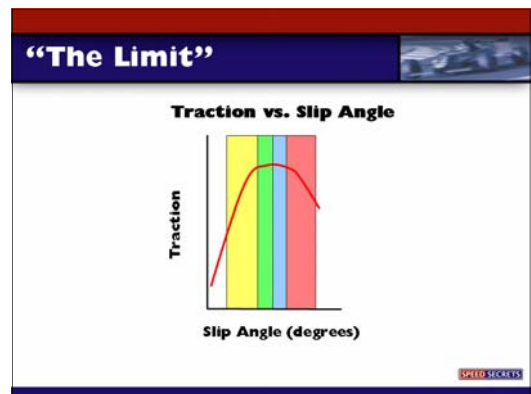


### Vehicle Dynamics - Seminar (2.0 hours)

Vehicle dynamics is a subject that when presented in an easy-to-understand manner—as Ross does—can make the difference between being a quick and safe driver or not. It can also help you understand when to tune your car, and when to tune your driving.

Topics include:

- Basic vehicle dynamics
- Slip angle
- Traction circle
- Controls
- Trail Braking
- Roll stiffness
- Springs, Anti-roll bars & Shock absorbers
- Tires
- Improving your sensitivity to handling problems
- Tuning vs. adapting your driving

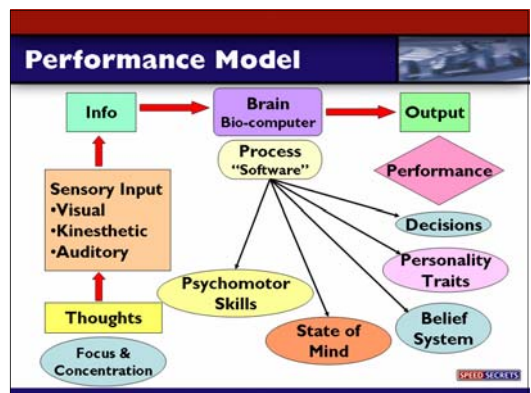


### Inner Speed Secrets for Performance Drivers - Seminar (6.0 hours)

What's really driving your car? Your brain, right? Understanding how your mind works, and what specific strategies you can use to improve your mental performance is the purpose of this seminar—the most popular of all of Ross' seminars.

Topics include:

- The zone
- Performance strategies
- Performance Model
- 3 keys to improving your mental performance
- Input - Sensory input
- Processing - Brain integration
- Programming - Mental imagery
- State of mind
- Belief system
- Learning
- Driving the limit



## About Ross Bentley

Since watching his first auto race at the age of five, Ross has dedicated his life to driving. He began his racing career in oval track sprint cars, then turned to road racing, and winning, in Formula Ford, Formula Atlantic, Trans-Am, Show-room Stock and Can-Am type racers. From 1990 to 1995, Ross competed at the highest level of auto racing in North America, the CART Indy Car Series. Since then he has become one of the top sports car drivers in the world, winning the 1998 United States Road Racing GT-3 Championship for the factory BMW M3 team, and the 2003 Daytona 24-Hour race.



In 2005, Ross co-drove, coached and mentored "Team 16" in a history-making drive at the Daytona 24-Hour race. Ross' teammates were all 16 years-old – the youngest competitors ever at Daytona.

"In addition to racing, I get the biggest thrill from helping others learn to be better drivers, and to perform better in whatever it is they choose," says Ross. He has taught thousands of drivers to improve their skills and attitudes through his books, articles, driving schools and personal coaching.

His driver training goals are to make the public roads a safer place to drive, help people learn to enjoy driving more, and to find and coach future racing champions.

Ross is currently one of the most sought-after and respected race and performance driver coaches in North America, if not the world. He expands traditional instructional methods by focussing on what is really driving the car... the driver's mind.

Ross coaches drivers of all ages, types of cars, and levels of the sport. He's worked with 8 year-olds in karting, amateur racers in their 60's, autocrossers, Indy 500 winners, flat track motorcycle racers, and top fuel drag racers. In addition to the U.S. and Canada, he has coached in Australia, England and Korea. His protégé, Colin Braun, (who he has been coaching in and out of the race car since Colin was 13), was recently signed to a long-term contract to drive for Roush-Fenway Racing in NASCAR.

Ross has literally written the book on driving. He put his experience and knowledge of racing and human performance into the Speed Secrets books. Speed Secrets 1 through 6 represent the best-selling race driving technique books and his *Bob Bondurant on Kart Racing* is popular in the karting world.



This combination and variety of driving and coaching at the highest levels, gives Ross a perspective on driving that is perhaps unique to him alone. Who else has driven, instructed and coached at the levels he has, and in the variety of disciplines? In one day he can be developing a training program for police officers or firefighters, training instructors to teach a teen new driver, coach a professional race driver, and conduct a seminar on enhancing mental performance for any driver. His love of driving is only matched by his passion for training and motivating people to achieve peak performance in their lives.

For more information, or to book a Ross Bentley seminar, email [info@speedsecrets.com](mailto:info@speedsecrets.com), or call 425-698-5028.  
[www.speedsecrets.com](http://www.speedsecrets.com)

