



Capture Every Moment

Johnny Mowlem is not only a high profile international racing driver, but also an instructor with over 10 years experience. He has excelled in the GT class and claimed victories in both the 24 Hours of Daytona and 12 Hours of Sebring, and has earned class podiums at virtually every major sports car race in the world, including the famous Le Mans 24 Hours and the 1000 km Nurburgring.

The Johnny Mowlem Driving Academy was established in 2003 and is run for both individuals and corporate clients and from the start Johnny wanted to provide his clients with something different.

Using Drivedata products allows Johnny Mowlem to provide corporate and individual guests with superb feedback as part of a unique track day experience. Not only do clients participate in their ultimate driving experience - taking performance cars around a race track, but they can also learn an enormous amount about driving technique at the same time.

Key Challenges

- To differentiate the Johnny Mowlem Driving Academy from other track days and provide clients with something unique and different
- To provide clients with a diagnostic tool to help improve their driving technique

Outcomes

Utilising Drivedata's cutting edge digital video recording technology has

- **Contributed significantly to a five-fold increase in the growth of the Driving Academy**
- **Significantly enhanced the customer experience for Driving Academy guests**
- **Generated excellent feedback from sponsors**

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Using Drivedata equipment on my Driving Academy track day events gives me a significant edge on my competitors as it provides me with a unique product to use on the day with our guests, as well as a great souvenir for them to take away after the event. The superb technical knowledge and support provided by John Chambers and his team allow me to concentrate on providing our guests with the best experience possible.

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Johnny Mowlem, Johnny Mowlem Driving Academy

Johnny Mowlem