

# RADICAL IN ARIZONA

A consistent top contender for the Radical Dealer of the Year award, Apex Motor Club is at the top of its game. Co-founder Jason Plotke tells us more

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## **"IT WAS LIKE LOVE AT FIRST SIGHT!"**

When Jason Plotke was setting up the Apex Motor Club in Arizona, US, he envisioned the circuit as a natural playground for high-end sports cars – racing machines weren't even a consideration. Once the facility had opened, however, Radical got in touch to ask if Apex would be interested in becoming a dealer.

"We knew the cars, but we never really experienced them, so we did a demo day at Apex," Jason (pictured opposite) recalls. "It was like, holy crap, this is unbelievable! We had a member who was ready to take the leap, and sold a car – that started one of the biggest Radical sales offensives in the world."

That was 2020, and in the four years since, the team's sold 110 cars, won the worldwide Dealer of the Year prize, and finished runner-up every other year. As he affirms: "It's been awesome."

Jason believes that while 30 percent of his







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customers are aware of Radical, the remainder are new to both motorsport and Radical. "When someone comes along and says they've been running 'x', but we think the Radical will be more fun and cost-effective, those are fun acquisitions and conquests," he says. "However, it's also exciting to put someone into a proper race car for the first time, which happens to be a Radical."

Jason believes Radical's key appeal is that the driving experience punches above its weight class. "It delivers a bang for your buck that's hard to duplicate – you've got to spend a lot more money to achieve the same performance," he says. "I think the value proposition and the fun factor are key, but there's also the ease of use – you don't need a team of people to jump in and drive it. It's also light on consumables compared with other racing cars."

The learning curve is a big factor in Radical's appeal as well, particularly for the SR3. "It's an extremely capable car that, in most cases, exceeds your driving ability, which makes it very safe and predictable – and that means you can be very proficient in the car very quickly," Jason explains. "Then the SR3 can go beyond that if you want to push it, and it does things that are almost magical."

Shortly after Apex started selling Radicals, it began running its own internal race series with two classes – one for GT cars, and a prototype class. "[The latter] was effectively Radical, with

a few exceptions along the way," he explains. "That has grown into one of the largest Radical race series in the world – our field is 20-24 SR3s, and that's just one class."

That is soon going to expand to include the SR10. "We run seven races each year – it's captured the attention of the world."

Apex also offers 'arrive and drive' and demonstration experiences. "You just can't go to our club without tripping over a few Radicals," Jason says. "They are in our DNA, they're woven into our culture."

The Apex facility has several storage options, which he believes most owners make use of. "We do concierge storage, where you let us know you're coming down via an app, and your car is waiting for you to be warmed up on the pitlane," Jason says. "When you're done with it, we wipe the car down, plug it in, inspect it and put it away for you."

Apex also offers the opportunity to purchase a garage condominium, which allows the same concierge service but also the opportunity to host guests and chill out while watching the action taking place on the track.

Jason has seen several drivers develop through to full-bore racing drivers through the Radical programme, but CrowdStrike founder George Kurtz is the most notable. "He's from Phoenix, and he raced Radicals at a different club prior to us opening. He was the one who really pushed us to look at the brand based on his experience,"

**THIS SPREAD** Camaraderie and community sum up life within the Apex Motor Club, which has introduced many racers to Radical. Jason Plotke's plans include a second, longer circuit.

he says. "He's gone on to win at Le Mans and the Daytona 24 Hours, racing all over the world."

Jason also points to several younger drivers who started in Radicals and have gone off into other series. "That's really impressive, whether it's USF or beyond, even going into GT racing."

So far the bulk of Radical Arizona's sales have been SR3s, but he believes this could change. "People viewed our first track as not so conducive to higher-horsepower cars [such as the SR10], but I would dispute that. However, we've got a second circuit under construction that should suit the SR10 better, so we are looking to expand sales of that car," he says.

A big factor in Radical's appeal is the camaraderie in the community. "We've got people who have achieved great success in life, and getting their attention on anything is not easy. We've been able to garner that respect and attention from people we wouldn't necessarily expect to – the feedback is that it's down to the camaraderie and the family feel," Jason says. "It's the people who make the experience so enjoyable. Whether it's our race series or venturing into the Radical Cup, or just being around the club, the people are what make the experience. The Radical community is even tighter because it's such a wonderful product, and it brings out positivity in those who experience it."

In terms of expanding Radical's reach, Jason is continuing to push members into expanding their racing experience. "What's nice about our season, because we're in Arizona, is that we're the opposite of the typical motorsport calendar – our season is October through to April or May, whereas the typical season is through the summer," he says. "We encourage people to venture into the Radical Cup – this year, we've had our largest contingent of drivers in the Radical Cup North America, which is awesome. We are getting people onto some of North America's best circuits, which we're proud of."

Jason also has high hopes for the Apex circuit itself. "We'd love to have the Radical World Finals at Apex on our new, almost five-mile circuit – that would be a wonderful achievement," he smiles.

*More information at [www.radicalaz.com](http://www.radicalaz.com) and [www.apexmotorclub.com](http://www.apexmotorclub.com).*