

Passenger Ride Feedback

In August 2018, the MSA surveyed passenger ride participants who experienced a free passenger ride at Speedmachine (26th – 27th May, event supported by Oxford Motor Club) and MotoFest Coventry (2nd – 3rd June, event supported by Loughborough Car Club).

As the MSA is aware that many clubs run such events, we are sharing the feedback in-case it is found beneficial by motor clubs.

The survey looked at what people thought of their experience, and if it inspired them to get involved in motor sport.

The main reason people partook in a ride was because it looked fun, it was free or they are interested in cars and motor sport.

To improve their experience, participants commented:

- In the info package I got it might have been good to know the next events in the area.
- A bigger range of cars.
- I wanted to choose the car I rode in.
- Longer track / longer experience - although it was possible to queue up and go again.
- More RWD cars.
- Don't know if possible due to insurance etc but maybe a little car for us to have a go in? Ten minutes of been shown how to do it would be good, obviously not for free but I loved it so much I wanted a go myself.
- Not much maybe more info on the regional clubs.
- Host similar events which people can take part in.
- Longer ride time.
- More than one ride
- Longer ride
- Seven people commented there was nothing that could be improved with comments such as "it was great", "I enjoyed every moment," "it was a fantastic experience and the driver and team were a pleasure – made me feel welcome," "it was very enjoyable," "it was all fine with me," "it was a good taster of autotest" and "it was excellent."

For information, passengers were able to experience more than one ride if they queued again and the tests were as long as they could be with Silverstone fitting within the maximum AutoSOLO dimensions, and Coventry utilising all of the car park space available.

100% of respondents said they would experience a passenger ride again.

87.5% of respondents are not currently involved in motor sport, and of these people, over 78% of people were inspired to get involved after their experience.

The majority of people who responded want to get involved in motor sport as a competitor, followed by spectating and then volunteering.

To support people getting involved in the sport, people are looking for the following:

- More emails and information about what I should do.
- I do not see myself being able to get involved in the near future, possibly in the long term.
- Nothing. I need to find some time.
- Offer more competitor options.
- I live too far from where you are.
- Keep me informed of activities both local and national and we be good to speak with someone around what cars to start off with such as those used for passenger rides. Was considering an MX5 as an entry level.
- Give me loads of money and teach me how to fix cars properly.
- Send out details of events via email.
- Help me find where I can race.
- Buy me a car, and convince my wife!!!!
- It's just not the right time for me.
- Basic intro and a few websites as a kickstart.
- I'd like to have more information about local events.
- inform me of more free sessions my child can gain from.
- I'm interested in competing in autotests, I struggle with getting time to go along to events to see what an event looks like, and what goes on, is there a programme with any of the local clubs as to when they are on?

If people provided an answer to the above question, they were asked to provide their email address so we could get in touch with them. Those that provided their email address received a personal, dedicated response.

The breakdown of respondents was as follows:

