

# Driver Announcement Quote Guidance Sheet

## Purpose

Your announcement quote is a chance to introduce yourself, share your story, and set the tone for your season. Aim for authenticity—let your personality, journey, and ambitions shine through. Sponsors and fans want to connect with the real you!

## What Makes a Great Quote?

- Personal: Share what this opportunity means to you.
- Story-driven: Reflect on your journey so far—challenges, growth, or key moments.
- Goal-oriented: Outline your aims for the season, both on and off the track.
- Gratitude: Thank those who've supported you (family, team, sponsors).
- Relevant: Mention the championship, your car, or something unique about the event.
- Authentic: Avoid generic phrases like "I'm excited"; show why this matters to you.

## Sample Questions to Inspire Your Quote

- What inspired you to start racing, and what keeps you passionate about it?
- Is there a moment or challenge from your racing journey that stands out?
- What are your goals for this season—on track and off?
- Who has supported you, and how have they made a difference?
- What does racing in the Swift Rallycross Championship mean to you?
- Are there any sponsors, mentors, or family members you want to thank?
- What do you love about your car or the circuits?
- Is there a skill you're working to develop this year?
- How do you hope to inspire others in motorsport?

## Example Structure

- Personal Journey: Briefly share a unique aspect of your story.
- Season Goals: State your aims for the year.
- Acknowledgements: Thank supporters and mention sponsors.
- Championship Connection: Say why you're proud to race in this series.

Keep it to 3-4 sentences. Be yourself, and remember—your voice matters!