



## **K1 Speed Launches Its Eighth Indoor Kart Racing Center in Phoenix, Arizona**

*K1 Speed introduces zero-emission, European electric go karts to the Greater Phoenix, Arizona area with the opening of its Eighth public indoor karting center.*

Irvine, CA ([PRWEB](#)) January 5, 2011 -- After years of success in the Southern California and Pacific Northwest markets, K1 Speed - the nation's largest indoor go kart racing company - is launching its newest location in Phoenix, Arizona, bringing the thrill and excitement of electric indoor karting to a whole new group of enthusiasts. The 50,000 sq. ft. indoor kart racing facility - which is the company's first in Arizona - features a professionally designed racetrack, high performance electric karts that are capable of 45mph, and a large collection of authentic racing memorabilia. Adhering to the same standards that the previous six centers have been built to, K1 Speed Phoenix is intended to be a world-class entertainment venue.

Like K1 Speed's facilities in Southern California and Washington State, K1 Speed Phoenix will allow novice and veteran drivers alike (as well as children who meet the 48" height requirement) to experience an authentic racing atmosphere. The center's large indoor kart track features a challenging combination of long straights and hairpin turns, providing racers with a variety of opportunities to test their mettle. When not on the track, racers can take advantage of the spacious lobby, which features a video game area, Pit Cafe, official racing memorabilia (such as race suits, helmets and race cars), and comfortable seating areas with club-like lighting, large projection screens and plasma televisions.

New racers to the Phoenix location will have their performance analyzed by the live K1 Speed Race Scoring timing system, which is integrated with every K1 Speed location. Racers will be able to see first-hand how their performance stacks up against the more than 1000,000 racers who have competed at other K1 Speed locations. The scoring system provides valuable data on lap times and overall rank, and is a great tool for individuals who want to track their performance and progress on return visits.

In addition to indoor kart racing, K1 Speed Phoenix also has on-site meeting rooms, which can be rented for corporate events, team building exercises, product launches, private parties or seminars. Featuring state-of-the-art audio / visual systems which include 110" projection screens, DVD players, and Wi-Fi Internet access, the meeting rooms have everything that a company would need to host a business meeting or presentation, making K1 Speed a unique alternative to traditional meeting venues. Catering services are also available and race packages can be included with room rentals for an unforgettable, morale-building experience.

Susan Dangler, co-owner and Marketing Director for K1 Speed, believes that the company provides a unique experience in the marketplace because it is the eco-friendly AND user-friendly choice for indoor entertainment. "Our European race karts perform solely on electricity, which eliminates the toxic emissions produced by gas-powered engines," Susan states. She feels this technology is good not only for the environment, but also for the customer, as the centers do not have to vent exhaust gases out of the building. K1 Speed Phoenix incorporates energy efficient lighting and more sustainable business practices as well to help eliminate waste and reduce costs.

K1 Speed Phoenix is conveniently located for residents of the Greater Phoenix area, including those living in Phoenix, Glendale, Tempe, Scottsdale, Peoria, Mesa, Chandler, Buckeye and Avondale. For more information, visit [www.K1Speed.com](http://www.K1Speed.com).



#### About K1 Speed:

K1 Speed was founded in 2003 and is the nation's largest indoor kart racing chain. Each K1 Speed facility boasts 50,000-90,000 sq. ft. of space, and features real road courses, meeting rooms, snack bars and spacious lobbies with genuine racing memorabilia. Visitors can take advantage of a variety of different race packages to race against their friends or the clock. K1 Speed can accommodate 10 to 500 guests and offers a unique venue for corporate functions, team building events, birthday parties, bachelor parties or other private ceremonies.

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