

PRESS RELEASE

For Immediate Release

BREAKING THE SPEED LIMIT IN CLASSROOMS

EDUTORQUE Revs Up Motorsports Education in Singapore

Start them young. Set them right.

Motorsports today is often associated with reckless driving and illegal racing. Fueled by popular movies that sensationalize dangerous street racing in ostentatious and highly modified vehicles, it is not surprising that most people have this stigma about the sport.

EduTorque is a company set out to dispel that misconstrued notion of the automotive industry and inspire young enthusiasts to take the right track towards a career in motorsports. With its array of programmes in and out of school, this start-up hopes to help develop the industry by sparking interest amongst youths and impress upon them the various career opportunities in the motorsports arena.

“Motorsports is not just about being a race driver. There is a myriad of professions related to the sport, from the logistics and marketing of a race event, to the mechanics and engineer behind a race team,” said Director of EduTorque, Mr. Calvin Lim, who is himself a motorsports enthusiast and ex-MOE teacher. “To grow this industry locally, we need to start with the young. And this company is definitely at the forefront in terms of education of motorsports in Singapore.”

No speed limits.

For three years, EduTorque has brought realism and fun into the classrooms of schools island-wide. Their uniquely customized and much-loved lessons involve a driving motion-simulator that they painstakingly bring from school to school, for students to experience realistic driving on international race circuits.

“It always amazes me how committed they are, shifting the simulator to every school these guys go to,” commented an associate over the social media, which EduTorque has a close following of.



The driving simulator is an integral tool in EduTorque’s automotive lessons conducted in schools. Brilliantly integrated into the lessons for teaching science concepts and driving

codes of conduct, the simulator is also used to illustrate basic techniques of racing such as driving lines and braking points.

“It is a unique learning opportunity for these students,” commented Lim. “The simulators allows them to experience racing, as close as it is possible to the real deal, but all in the safety of their classrooms.”

Be inspired.

To demonstrate its position as the stronghold of motorsports education in Singapore, EduTorque is also the official education sponsor of two Singaporean race drivers – Yuey Tan and Claire-Louise Jedrek.



Yuey Tan



Claire-Louise Jedrek

“This is a milestone for the company as it strengthens our position in the industry,” Lim spoke of this sponsorship. “EduTorque’s business now encompasses all levels of motorsports, from teaching the basics in classrooms, to our own go-karting team and courses, and now the penultimate level of professional race involvement.”

The students are indeed the biggest beneficiary of this collaboration, as Yuey and Claire joins EduTorque at some schools to share their personal experience of becoming race drivers, and also impart their knowledge about the scene of professional racing.

“Yuey and Claire will be great role-models and an inspiration for the kids at schools with aspirations alike,” added Lim.

If education is about inspiring the minds, EduTorque is certainly on the right track and ahead of the pack.

ABOUT EDUTORQUE

EduTorque Pte Ltd was founded in 2010 by our director, Mr. Calvin Lim, as an aspiration to marry two of his greatest passions – Education and Motorsports. At EduTorque, we believe that having fun is an integral part of education and we continually seek to extend students' learning beyond the classrooms and textbooks.

Working closely with automotive industry partners, EduTorque aims to generate a stronger awareness and interest in the various aspects of motorsports in our youths. This is achieved through specially designed course modules, learning journeys (local and abroad), kart driver development and workplace attachments.

www.edutorque.com

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