Welcome to iZone...

Europe’s leading driver training facility, developed by triple World Touring Car Champion Andy Priaulx.

iZone is an elite performance centre, focused on the development of world class drivers (both amateur and professional), motorsport athletes and mentally resilient competitors.

“Never allow yourself to believe you have no need for improvement”

Juan Manuel Fangio
“It’s my depth of preparation, mental approach, fitness regime and a great support network of specialists which has brought me success. iZone brings all of this together; there is no other facility which covers every aspect of driver training and which focuses on all of the essential areas for the development of future champions.”

Andy Priaulx MBE
Co-Founder

“Motorsport is an extremely complex and demanding sport and my goal is to help drivers understand the demands, commitment and skills required to win championships and to ultimately become either a top amateur or a paid professional driver.”

John Pratt
Co-Founder & Performance Director

“ insanely takes more than just talent to become a World Class driver. That’s why our driver coaches and specialist sport scientists work together as an interdisciplinary team to ensure we are developing you as a complete motorsport athlete - taking the 5 Rings approach.”

Prof. Dave Collins PhD CPsychol CSci FIMA ABPI FBASES
iZone Director of Coaching

MENTAL SKILLS
TECHNICAL & TACTICAL SKILLS
PHYSICAL SKILLS
PSYCHOMOTOR SKILLS
LIFESTYLE & INTERPERSONAL SKILLS
iZone Ethos
Our mission is to train drivers of all levels to become the very best that they can be. By identifying your Strengths and Weaknesses, our team of experts will work towards your goals, whether you are preparing for your next race or developing a long term career in motorsport.

Our approach is built on the following principles:

Focus on skills
- Identifying, understanding and practicing core skills until they can be performed automatically
- Knowing your Strengths and turning them into Super Strengths
- Understanding your Weaknesses and turning them into Opportunities

Performing under pressure
- Creating ‘Robustness’ - the essential ability to execute the right skills at the right time, no matter what pressures you face
- Understanding, developing and conditioning the mindset and focus required to perform at your best, be it in qualifying, race starts, first laps or even pit stops

Becoming ‘natural’
- Understanding how preparation, mental rehearsal and process-focus create ‘flow’ in your driving
- Become instinctive and naturally adaptive to new tracks, cars and changing grip levels
- Understanding your unique ‘Peak Performance State’ to create optimum lap times

iZone Training
When you are training at iZone, our approach will be based on:
- Commitment to long term skill development, as well as creating quick wins to help today’s performance
- Individualised and refined coaching programmes designed to push you as a driver
- On-going innovation so you are never ‘standing still’ in your training

“I have no idols. I admire work, dedication and competence”
Aryton Senna
Simulator Training

Using advanced simulation and training technology our coaches utilise structured training drills that are designed to develop your skills whilst progressively increasing the levels of challenge. Our bespoke training software records every aspect of your performance; technically, physically and mentally. This enables us to identify areas for focus and development, providing rapid and lasting gains in both learning and performance.

Training Technology:
- Bespoke Lapping Log that can be accessed over the internet 24/7
- Live recording of over 80 channels of data
- Biometric recordings mapped against your live lap data - heart rate, breathing rate, HRV and multi-channel EEG
- Advanced eye tracking system
- Specialist training tracks for isolated skill development
- 6 data analysis screens in each simulator
- Online test/race planning and post-event analysis

Simulator Technology:
- Unique sustained ‘G Cueing’ seat and harness system created by Cranfield Aerospace
- High torque, high sensitivity steering wheel with integrated force feedback
- In-house, purpose built tracks in both dry and wet configurations
- Car models optimised for testing, qualifying and racing
- Left and right foot braking, clutch, paddle shift and sequential gear change
- Linked simulators for head-to-head race training

“If you stand still in Motorsport, you are going backwards at 100mph”

Andy Priaulx
“If you train hard, you’ll not only be hard, you’ll be hard to beat”

Herschel Walker
The Training

Promoting performance positives such as rapid learning, adaptability and enhanced decision making under stress.

Countering performance negatives, such as the effects of fatigue and heat stress, from impacting on concentration.

Enhancing your Peak Performance State through management of nutrition, hydration and sleep.

Individualised and pressure proof Pre-Performance Routines to ensure that you are physically activated and mentally alert at the start of qualifying and races.

Injury prevention training, including neck strength, core strength and flexibility.

Specific training programmes for off-season, in-season and ‘tapering’ into competition.

The Technology

Cardiowall Pro-X reaction, co-ordination and peripheral vision trainer.

TechnoGym F1 arm & neck resistance machine.

Unique brake and start reaction system.

Quickboard speed, control and agility training.

Fully equipped gym including - Precor Treadmill, Keiser M2 Cycle, Concept 2 Rower, Dumbbells, Kettlebells, Medicine Balls, Swiss Balls, Bosu, Power rack, Agility Ladder, Weight Sled and more…

Gym Training

Physical - Training for on-track performance, not just fitness

Physical training at iZone is solely targeted at enhancing on-track performance and creating motorsport athletes, not just training for fitness or health.

Psychomotor - Underlying motoric skills that support elite performance and natural driving

To drive a lap on the edge of adhesion requires precise execution of complex motor skills. To achieve this, we focus on developing steering reactions and control, brake power and fine motor control, enhanced balance and proprioception, and the co-ordination of hands, feet and eyes.

“Somewhere, someone is practising, and when you meet him in competition, he’ll beat you”

Anon

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“Concentration is the root of all the higher abilities in man”

Bruce Lee
Performance Psychology

The role of Performance Psychology at iZone is to create mentally resilient drivers who have the ability to execute complex skills under the extreme pressures of competition. Many drivers can perform well when testing or practising but it is only those with mental grit and determination that can perform consistently at a high level when under extreme stress.

The Training

- Understanding your mind and the way it can positively and negatively affect your performance
- Identifying your Peak Performance State and accessing it consistently
- Performance under pressure - developing your focus and concentration to deliver performance on demand for qualifying, starts and races
- Implementing strategies to counteract negative factors such as nerves, anxiety, low confidence, poor motivation or weaknesses in concentration; ultimately gaining ‘mastery’ over your performance

“Concentration and mental toughness are the margins of victory”

Bill Russell

The Technology

- EEG Analysis Tools - Monitoring your brain activity during simulator sessions, to assess performance under pressure and to help identify your Peak Performance State
- Neural Stressing Software to help replicate the mental states required for qualifying and races
- Brain training applications and software programmes to strengthen and condition your mental processing
- NeuroTracker - An advanced 3D perceptual cognitive tracking system designed to get you working instinctively and naturally under pressure
“Forget mistakes. Forget Failure. Forget everything except what you are going to do now and do it!”

Will Durant