

# ALANA CARTER



 @alana.carter | 57.4K followers  
 alanacarter.com

Canadian Professional Racecar Driver  
Toronto, ON | ASN Canada FIA International C

## SNAPSHOT

Versatile, results-first driver with podiums and wins across touring car, GT4, endurance, oval, dirt, and prototypes. Fast learner in new cars and a strong on-camera partner who understands how to convert racing exposure into marketing outcomes.



## CAREER HIGHLIGHTS

- TC America debut:  
1st in class | 2nd overall  
1st Canadian woman to podium in TC America.
- AE Victory Racing Driver Search / Shootout Winner (Audi R8 LMS GT4) - Earned a full-season scholarship.
- World Racing League:  
5 rounds, 3 podiums; 3rd in championship; part of the first all-female lineup to win a WRL race.
- First woman to compete in Radical Cup Canada (Radical SR3).
- Formula Woman Global Driver Search Winner (2022).
- Oval & dirt success:  
Whelen NASCAR Future Stocks Champion (2013); Western Cup Memorial Champion (2019); track record at Castrol Raceway.

## WHY PARTNER WITH ALANA

### *(value for business)*

- Premium performance story:  
Motorsport aligns with innovation, speed, safety, precision, and trust.
- Differentiation + authenticity:  
A proven female competitor delivering real results in high-visibility series.
- Content engine:  
Race weekend photo/video, sponsor spotlights, and short-form reels built for your channels and ads.
- B2B leverage:  
Client hospitality, employee engagement, appearances, and community events with the car.



## EXPERIENCE

- TC America
- World Racing League
- Radical Cup Canada
- Lucky Dog Endurance
- British GT Cup
- Oval & Dirt championships

## CARS

- Toyota Supra GT4 Evo
- Audi R8 LMS GT4
- Lotus Emira GT4
- Hyundai Elantra N1 TC Evo
- Radical SR3

## ACTIVATION IDEAS (examples)

- "Race Week" social series + post-race recap with sponsor CTA (tag/link/code).
- VIP paddock day + meet-and-greet for clients/employees (where available).
- Corporate keynote/panel (performance mindset, leadership, STEM & women in motorsport).
- Quarterly branded content pack: hero photos + reels + copy for web/social/email.
- Credentials: Motorsport Safety Foundation Level 2 Instructor Track Specialist / Land Rover Off-Road Instructor | Porsche Experience Centre Toronto Drive Team Instructor.
- Additional: Commercial & stunt driving (including Range Rover Sport commercial); speaking engagements available.