



Media Coverage

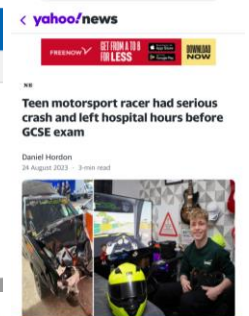
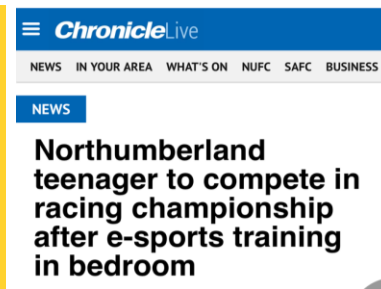
2023 Season

A small selection of news, online and TV coverage from the 2023 season.

This was focused on building myself a profile and generating interest for potential partnerships and sponsors.

I am lucky to have established a great relationship with BBC Look North who were very interested and showcased me at the start of my journey, and even returned to speak to me mid-season during their GCSE news pieces.

There was also interest when the Gran Turismo film was released, as this echoed my own story, and Jann Mardenborough was also born in the North East.





Online Presence

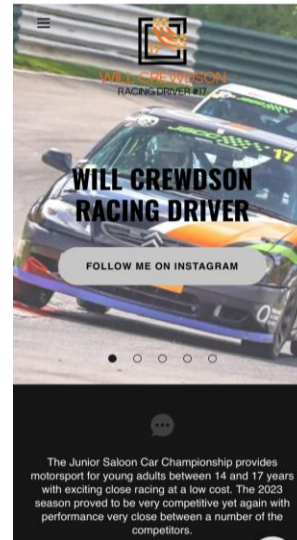
2023/24 Season

Over the past year, I have been trying to raise my profile through social media, and build an online presence. This isn't something that comes naturally to me, but I know how important it is in building a successful racing career.

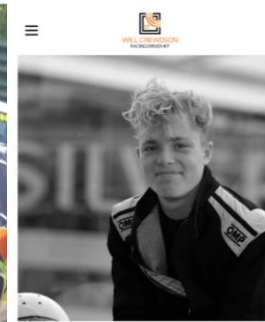
I have a website www.willracer.com which I update regularly with pictures, onboard footage and news.

I have a business Instagram profile [@will.racer](https://www.instagram.com/will.racer) which has good engagement and continues to grow at a good pace.

Most importantly, I am a massive racing fan, so I try to post things that I know I would be interested in and find entertaining.

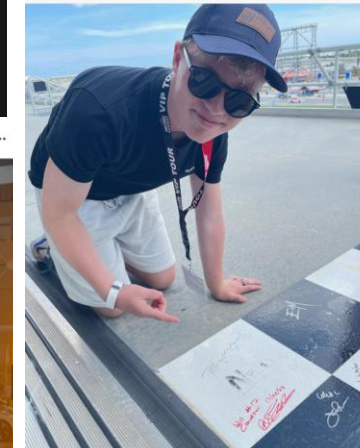


Liked by willjic_ and 97 others
will.racer Massive thank you to Aston Martin Newcastle for inviting us down to the launch of the new DB12. The new car looks amazing... more



My name is Will Crewdson. I am a 17 year old Junior racing driver from the North East. I have

will.racer
Daytona International Speedway



Liked by willjic_ and 107 others
will.racer Great day at the Daytona International Speedway!
Massive thank you to @nascar.racing.experience for... more
View all 2 comments
18 August 2023



Liked by willjic_ and 111 others
will.racer Coming up later tonight with BBC Look North...



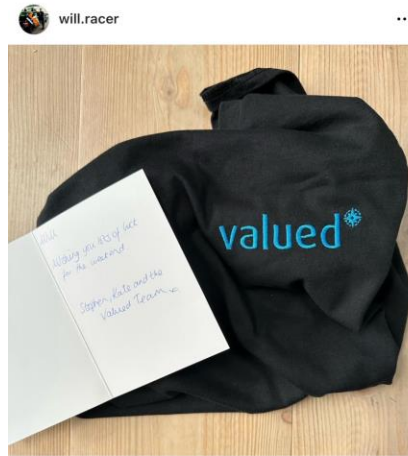
Brand Engagement

2023/24 Season

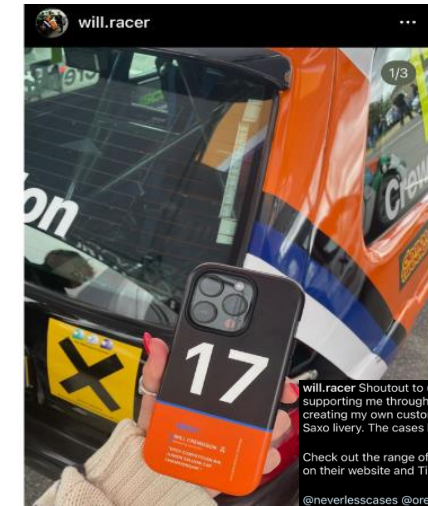
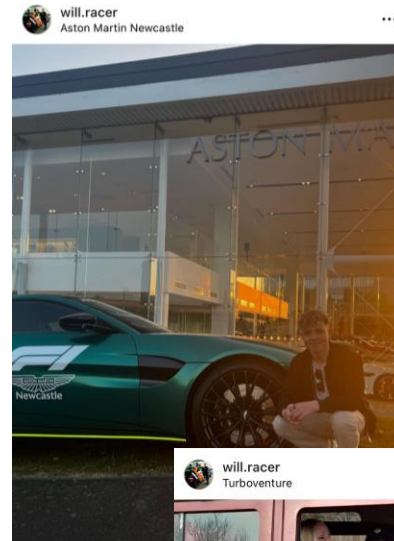
Over the past year I have worked with some local businesses and featured them on my Instagram.

These may not have been financially lucrative yet, but my hope in doing this was that other businesses could see what I might be able to offer them in the future.

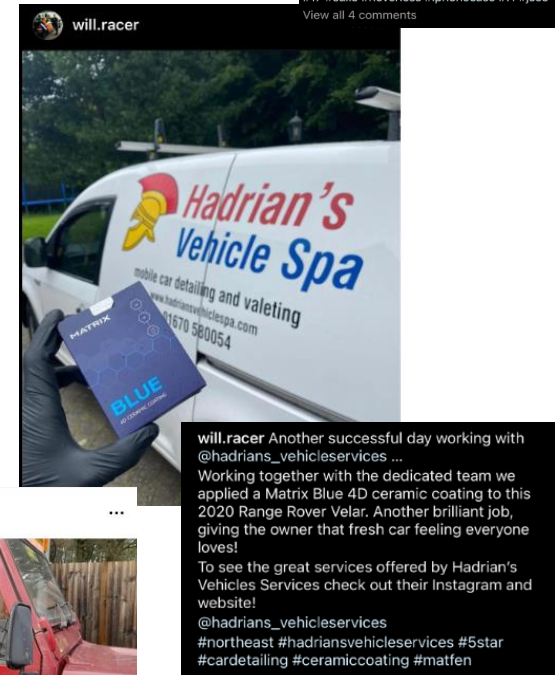
I have been lucky enough to have interest from many exciting companies: car products, accessories and detailing, clothing and accessories brands, and lifestyle brands.



♥️ 💬 📌
Liked by willjie_ and 50 others
will.racer Delighted to welcome @valuedgroup to Team #17 this weekend. Massive thank you to Stephen, Kate and the rest of the Valued group... more



will.racer Shoutout to @neverlesscases for supporting me through their collaboration, creating my own custom case inspired by my Saxo livery. The cases look amazing!
Check out the range of F1 inspired phone cases on their website and TikTok.
@neverlesscases @orexcompetitionnw
#17 #saxo #neverless #iphonecase #f1 #jsc
View all 4 comments



will.racer Another successful day working with @hadrians_vehicleservices ...
Working together with the dedicated team we applied a Matrix Blue 4D ceramic coating to this 2020 Range Rover Velar. Another brilliant job, giving the owner that fresh car feeling everyone loves!
To see the great services offered by Hadrian's Vehicles Services check out their Instagram and website!
@hadrians_vehicleservices
#northeast #hadriansvehicleservices #5star #cardetailing #ceramiccoating #matfen



WILL CREWDSON
RACING DRIVER #17

