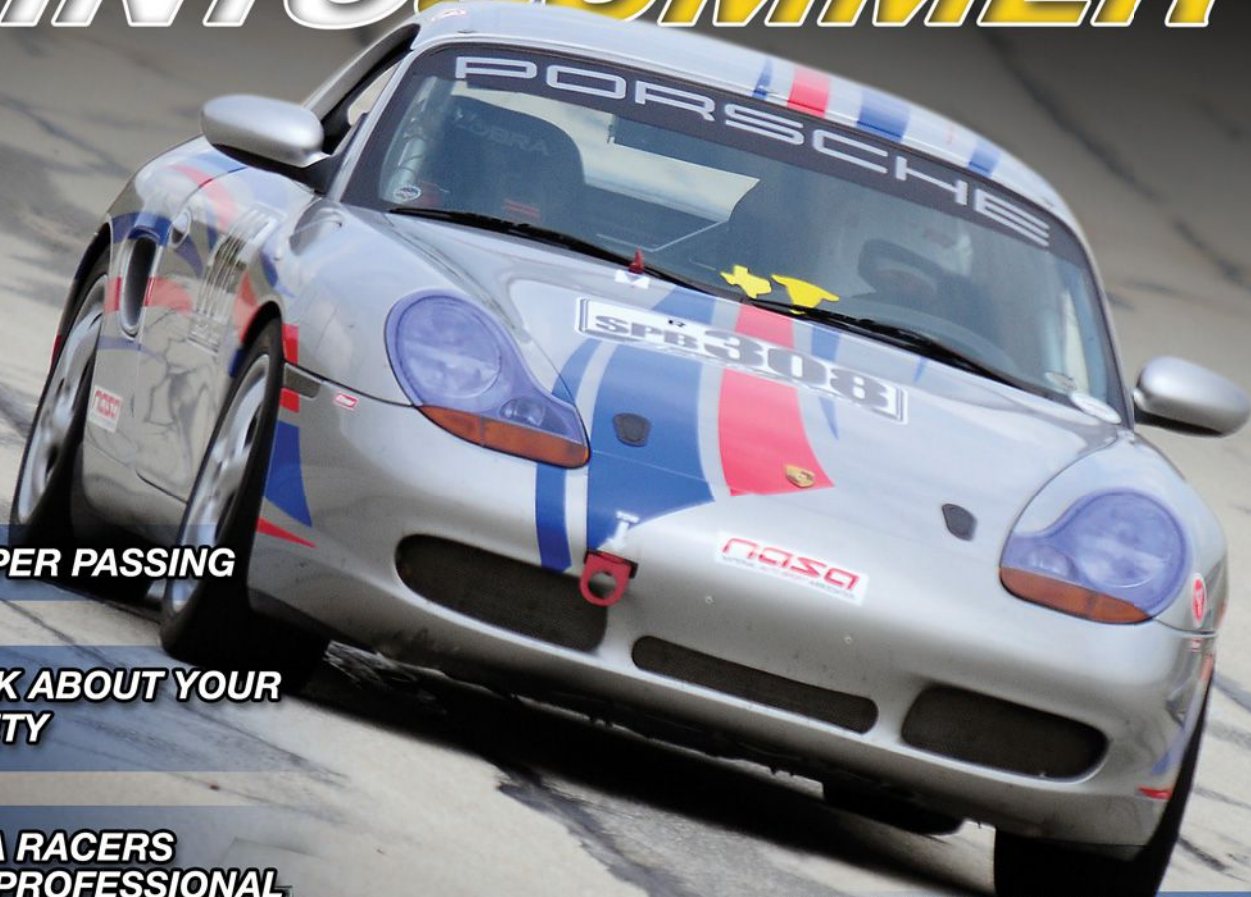


# SN SPEED NEWS

M A G A Z I N E



# ROARING INTO SUMMER



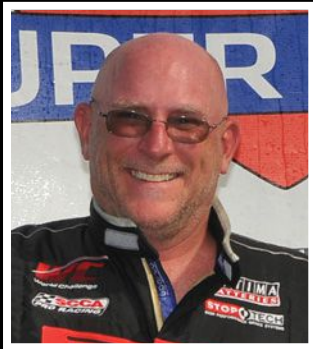
• **PROPER PASSING**

• **THINK ABOUT YOUR SAFETY**

• **NASA RACERS ARE PROFESSIONAL GRADE**

• **CHECKING IN WITH THE MID-ATLANTIC, SO CAL AND TEXAS**





## SCOTT BOVE

**Region:** Rocky Mountain

**Race Series:** GTS4

**Day Job:** President and CEO of WC Vision

**Favorite Food:**  
seafood

**Favorite Movies:**  
Anything with Clint Eastwood

**Favorite Books:**  
*The Art of Racing in the Rain, Lone Survivor*



For a racer, it's tough to beat a job in motorsports, let alone one running a professional racing series. For someone running a pro racing series, being a racer gives valuable insight into what the customers are experiencing.

When Scott Bove isn't working as president and CEO of WC Vision, the group that owns the Pirelli World Challenge Championships, he's racing his GTS4 car in NASA – and, sometimes, he races that same car while at work, competing in at least one World Challenge race each year.

"I race in NASA with my BMW and raced at Utah

[in World Challenge] a few weekends ago with the same car," Bove says. "I plan on racing [at the National Championships] at Mid-Ohio with no changes. Same crew, same three guys come with me to World Challenge races. We don't have to do anything other than show up. And wear nicer shirts."

It's the perfect crossover, he says. It may only be a matter of changing something simple to meet the rules.

"For the NASA driver who has reached the point where he wants to expand his racing, World Challenge is the obvious next step. Grand-Am might be an option, but there



are a lot of rules. With World Challenge, you can have a crew of two or three and a pickup truck.”

Bove, who has a degree in engineering from the University of Massachusetts and had his own consulting company before being hired by WC Vision to sort out sponsorship issues, was asked to step up his role at the beginning of this year as president and CEO. It’s his job to manage the day-to-day tasks of the series but, more importantly, determine where World Challenge is going to position itself.

“I believe in planning our work and working our plan. It’s not going down the river in a canoe with no paddle, but under power and forging new territory. That’s what I see as my responsibility,” he says.

It’s business, and that’s where Bove applies his expertise. But the racer in him sees ways to improve as well – things like shortening driver meetings or figuring out how to reduce the time spent under caution.

To that end, he sees some similarities between NASA and World Challenge beyond the ability to race the same car in both, and there are other areas in

which he’s trying to make them more alike

“One thing I’ve taken away from NASA and applied to my World Challenge responsibilities is I want to make the experience of a Pirelli World Challenge driver – and the owners of the teams – as pleasant as possible.

“The common strengths of both NASA and Pirelli World Challenge are both companies want to satisfy the customers. NASA has not lost sight of who the customer is. Yes, there are rules, and you have to live by the rules. But don’t get caught up in the

regulations. If I go to an event and there’s a small issue [not related to safety] that can be addressed by the next event, the NASA tech officials are likely to say, ‘we’ll sign off on it this weekend, but please get it addressed by the next event.’ Being flexible and fair and applying common sense to every situation is important, and NASA does a great job,” says Bove.

For the future, Bove says he sees aligning Pirelli World Challenge more with the enthusiast side of the sport. Just like baseball has to have AA and AAA to feed the majors, World Challenge needs a feeder system. But in the bigger picture, he realizes the need for motorsports organizations to work together.

“All of us in road racing have to compete with all of the other entertainment venues. For people to choose to go to a race instead of the other options, whether it’s a concert or other sporting event.... All of motorsports needs to work together to grow the road racing series, because if the market grows, we’re all going to benefit. If we work together, we’re going to succeed.” **SN**

**“ I believe in planning our work and working our plan. It’s not going down the river in a canoe with no paddle, but under power and forging new territory. That’s what I see as my responsibility.”**