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For Immediate Release

ATRS eSports Announces New Team Names, New Team Structure, and Other Operating Changes

The sim racing team formerly known as Apex Tech Racing announces that effective immediately they will be known as ATRS eSports. This new name reflects the updated mission of the team to compete at all levels on multiple sim racing platforms including the top professional ranks.

The name ATRS eSports better reflects the tight relationship the team has with title sponsor Apex Tech Racing Supply. ATRS eSports is a fully sponsored works eSports team and will implement marketing programs and cross promotions to increase awareness of both the sim racing hardware reseller and the race team.

Further, ATRS eSports is officially announcing an updated team structure that includes a new Academy racing program for drivers on the cusp of reaching the pro ranks. ATRS eSports team owner Ryan Donaher explains "This is an important step in the development of the team. As we begin competing on the world stage of the top sim racing events we need to sharpen the spear to ensure we are building, planning and taking the necessary steps to continue competing at the highest levels. We are all very proud of the 7th place finish ATRS eSports drivers Jan Ternjak and Alex Lauritzen had in the top split of the 6 Hours of the Glen iRacing special event and we need to keep that momentum going. Creating a formal Academy team within the larger team structure is one of those critical steps we are taking as the team moves forward together."

The new ATRS eSports team will be structured with four distinct teams all racing towards the future of the sport. ATRS eSports top team will be called ATRS eSports. This team will be competing in top splits and top leagues on iRacing and other simulator platforms. The newly announced Academy team will be known as ATRS Academy and these drivers will be training and preparing for races with the pro team. ATRS Racing drivers make up the majority of the team and these drivers compete in many different series racing myriad cars on all kinds of tracks. Finally, the Apex Tech Community is the foundation of the team and this group of friends have fun competing in various leagues and races together.

ATRS eSports is also announcing the following managerial changes, appointments and promotions. Chris Barrott and Tom Male will be managing the day to day operations of both the ATRS eSports team and the ATRS Academy team. Driver Caleb John Lavender will be working with the ATRS eSports team to develop setups, race strategies and engineering processes. ATRS eSports will be migrating to a new Discord server that has been in the works and will continue to foster the racing community and team growth required to keep moving forward. Finally, newly created car liveries will be raced by ATRS eSports and ATRS Academy teams and are a striking reminder of the direction the team is headed.

We hope you will join us on this journey through our various online properties:

For more information about Apex Tech Racing Supply please visit <https://apextechracing.supply>

For more information about ATRS eSports please visit <https://apextechracing.com>

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