

KartSport New Zealand E-Line



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#071
12-4-2013

KartSide
comprehensive kart insurance



Pacific KartSport NZ at V8SC Pukekohe



Brad Tyrrell from Pacific KartSport NZ reports the stand at the V8SC event at Pukekohe is very busy. Pacific KartSport NZ is booking Have a Go drives and distributing KartSport leaflets. This activity follows on from recent similar joint displays at V8ST rounds at Hampton Downs (with Alpha Karts) and Ruapuna (with Mainland Karting).



Armstrong Motor Group Raceway, Christchurch, 20-21 July



Television Drives Website Visits

The improved analytical tools available since the launch of our new website last year have demonstrated that programme 1 of the **Mi Sedaap 2013 CIK Trophy of NZ** and the associated **KartSport TV** advertisements were successful in driving new visitors to our website on Sunday 7-4-13.

Details as follows:

Despite being screened up against a V8SC replay on SkySport 3 our programme reached 54,900 viewers aged 5yrs+ (including 20,300 Males 18-49yrs.) TV3 report this to be an average audience size for this time slot of the show historically. For the half hour period we were **#1** based on Share of Audience for Males 18-49 years (14.5% v V8SC replay 3.5%).

However more interesting is analysis of our website statistics:

Sunday 7-4-13 (465 visits) equalled best Sunday for this year, which was Easter Sunday - NZ Sprints (468 visits). Normal Sundays are between 260 and 330 visits.

On 7-4-13 **45%** of visits were **new** visitors to the website compared to Easter Sunday (**28%** new).

On 7-4-13 **seven** of the **top twelve** pages visited were "**Introduction/How to Buy a Kart/How to Join a Club**" related compared to the previous Sunday where only **one** of these pages made the top twelve.



2013 Dates
1 Day EXPLORE & LEARN

KartSport Auckland - 25 May 2013, [book now!](#)

KartSport Taranaki - 14 July 2013



Want to advertise a product
or service here?

Hot link to your
website or email.

[Contact Robert Hutton](#)

KartSport Mt Wellington - 12 October 2013

Come and learn the basics and knock tenths off your lap times.
Ideal for competitors and crew in their first year of competition.

For course details [CLICK HERE](#)

2 Day HOT SHOTS

KartSport Auckland - 27/28 July 2013

KartSport Hamilton - 19/20 October 2013

Get ready for Island and National Championship competition.

For course details [CLICK HERE](#)

[CLICK HERE](#) for ON-LINE bookings.

OR

phone Gary Wilson, Head Coach 021-543-787.



Join the Academy on Facebook



Rules Round 26

Proposals for **Rules Round #26** have been published. To view the proposals and the Sub-Committee's comments [CLICK HERE](#).
Responses from Clubs are due by **30-4-13**.



2013
CIK Trophy of NZ
Television

Programme Two will screen on **TV3 CRC Motorsport** on **Sunday 28 April** at **3pm**.