



ETHAN GUEST
RACING DRIVER

ETHAN'S KARTING JOURNEY

Come and partner with Ethan in 2026

How would you like to support Ethan as he looks to progress his racing career and be the next F1 star...



About me

I began my karting journey at the age of 10, back in September 2022 at Midland Karting in Fradley, Lichfield. From the very first session, I knew I wanted to compete at the highest possible level.

I quickly got to grips with the karts, learning the steering, racing lines, and how different weather conditions affect performance. I'm certainly ambitious and my goal has always been to race competitively.

In April 2023, I entered my first-ever championship season at Daytona Tamworth. It was an incredibly competitive grid, and after two strong seasons finishing P3, I was crowned Daytona Champion in June 2024.

Fast forward to today, 2025 has been a standout year in my racing journey. I've completed my debut season with Club100, where I was crowned Champion in the Club100 North Championship and achieved Vice Champion in the Club100 South Championship.

It was also the year I moved into owner kart racing, completed my novice plates, and gained experience competing in my own kart. Alongside this, I've dipped my toe into the Daniel Ricciardo Series, completed two 'Owner Kart' tuition days with Jack Dex Racing, and proudly passed my Motorsport UK ARKS licence in October 2024.

ETHAN'S SIGNIFICANT ACHIEVEMENTS

Sept 2022 to March 2023	10 x 1-2-1 sessions at Midland Karting, West Midlands
April 2023	1st Championship Race/Season at Daytona Tamworth
April 2024	1st Championship Race at Club100 Lightweight Cadet
July 2024	Jack Dex Racing Tuition Day at Whilton Mill – JD Racing Team Crowned 'Daytona Tamworth CHAMPION 2024'
October 2024	Made it to the final 12 Drivers (out of 190) in XKart Scholarship Day Successfully passed my Motorsport UK ARKS licence (Owner Kart)
February 2025	Achieved P3 finish on Rotax Inter Owner Kart debut at Shenington Kart Championship
September 2025	Made it to the final 12 Drivers (out of 190) in XKart Scholarship Day & finished 4th overall
October 2025	Finished P3 in 1st full season Daniel Ricciardo Series DRS50 Crowned Club100 North Lightweight Cadet Champion 2025
November 2025	Crowned Club100 South Lightweight Cadet Vice Champion 2025



RACE STATISTICS

10

Competitive Championship Race Seasons (since April 2023)

2022-2023	Midland Karting, Fradley	Season Finish P3
2022-2023	Daytona Motorsport Tamworth	4x Seasons (1x P4, 2x P3, 1x P1 Champion)
2024	Daytona Motorsport Milton Keynes	Junior Season Finish P5
2024	Club 100	Placed 21 out of 97 drivers in debut season
2024	DRS	(only competed in 3 of 8 races) placed 11 out of 41 drivers
2025	DRS50	3rd out of 46 drivers
2025	Club100 South	2nd out of 87 drivers – Vice Champion
2025	Club100 North	1st out of 56 drivers - Champion

8

Championship Season Podiums

Including being crowned:

Season Champion at Daytona Tamworth in 2024
Club100 North Cadet Lightweight Champion 2025
Club100 South Cadet Lightweight Vice Champion 2025

72

Competitive Races

46

Race Podiums



CLUB100 NORTH CHAMPION 2025

Ethan clinched the 2025 Club100 North Championship in dramatic fashion, sealing the title during a nail-biting final weekend at Warden Law.

Arriving at the finale third in the overall standings, his only path to becoming Champion was to drive a flawless performance, winning both the Pre-Final and the Final, while hoping the championship leader finished outside the top five in both races. In treacherous conditions of cold rain, a greasy circuit and racing under floodlights, Ethan rose to the challenge. He executed two outstanding drives, achieved the perfect score he needed, and watched the title swing his way as the points leader slipped down the order. It was a decisive, high-pressure triumph that showcased his ability to perform when it matters most.

Ethan's success carries significant weight within Club100, one of the UK's most respected and competitive arrive-and-drive karting championships. With every driver competing in identical, professionally prepared two-stroke karts, no

one benefits from mechanical advantage, making race craft, discipline and outright skill the true difference makers. Throughout the season, Ethan delivered fast, confident and intelligent performances, establishing himself as a consistent front-runner in competitive fields.

The northern division continues to expand in scale and intensity, featuring a diverse mix of technical circuits that demand rapid learning and adaptability. Ethan's championship run proved his ability to master each track, overcome changing conditions and evolve across the year, qualities essential for progression through the motorsport ranks. Club100 sits within the same grassroots ecosystem that helped nurture talents like Lewis Hamilton and Damon Hill, underlining the importance and credibility of Ethan's achievement.

YouTube

You can view many of Ethan Guest's most exciting race finishes and highlights across his personal YouTube channel. It features onboard footage and highlight clips of his best moments, including the final laps of his championship-winning race at Warden Law.

www.youtube.com/@ethanguest



CLUB100 SOUTH VICE-CHAMPION 2025

Alongside his northern success, Ethan also achieved Vice-Champion in the 2025 Club100 South Championship, the series' flagship regional division. Spanning eight challenging rounds, it features fast, technical circuits and some of the strongest junior competition in the UK.

Racing in equal machinery places full emphasis on consistency, mental strength and strategic race management. Ethan demonstrated all three across the season, securing high finishes throughout despite intense competition.

Club100 South has long been considered a proving ground for ambitious young drivers. Its demanding structure mirrors the pathways used by many of today's elite racers, including Hamilton and Norris, who came through the same style of British karting foundation. Ethan's Vice-Champion finish in this environment, combined with his northern title, marks his 2025 season as one of exceptional breadth, capability and reliability.

DANIEL RICCIARDO SERIES (DRS50)

3rd Overall in 2025

Ethan also excelled in the Daniel Ricciardo Series – DRS50, finishing 3rd overall in 2025. This championship reflects the racing philosophy of Formula 1 driver Daniel Ricciardo and is known for its close racing, technical focus and national-level competition.

A top three finish showcases Ethan's speed and consistency across multiple championships and highlights his ability to perform under pressure on varied and demanding circuits.



X-KART SCHOLARSHIP PROGRAMME

Ethan has entered into the X-Kart Scholarship over the last two years and has successfully finished inside the final top 12 in his first year and climbing to 4th in his second year.

Initial entries for the scholarship days are 190+ drivers from around the country. The feedback in 2025 was that Ethan had achieved the highest scoring points of any driver that has entered in the history of the scholarship and was only marked down at the end due to his successes and experiences in 2025.

Why this is significant?

Entry into the programme is extremely selective. Only a small group of drivers from across the UK are chosen each year, based on talent, attitude, technical understanding and long-term potential. Being chosen twice, and progressing further in his second year, is a strong endorsement from respected industry professionals who actively scout the next generation of racing talent.

SHENINGTON KART CHAMPIONSHIP SEASON

Jack Dex Owner Kart/JD Racing Team

As part of Ethan's introduction and journey into Owner Kart Racing and racing with a team, he needed to pass his ARKS licence (which he did at the end of 2024). He then needed to compete in five owner kart races to get off his 'novice plates' which he did in the Rotax Inter category at Shenington Kart Championships. It was a great journey with lots learnt and managing to pick up a P3 podium on his debut against British Championship drivers.

As a novice driver you always start at the back of the grid so for the majority of Ethan's races at Owner Kart he was starting at positions from P25 to P33.

It was lots of fun, lots of overtakes and a great learning experience across the 5 races.



SEASONS RESULTS 2023-2025

Season	Competition	Category	Season Position
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Midland Karting (2023)

April - Sept 2023	Midland Karting	Cadet	P3
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Daytona Motorsport (2023 – 2024)

April - Sept 2023	Daytona Tamworth	Cadet	P4 in Debut Season
Sept - Dec 2023	Daytona Tamworth	Cadet	P3
Jan - April 2024	Daytona Tamworth	Cadet	P3
April - Sept 2024	Daytona Tamworth	Cadet	CHAMPION
Sept - Dec 2024	Daytona Milton Keynes	Junior	P5

Club100 – Debut Season (March 2024 – Nov 2024) Cadet Lightweight

Round 1	Rye House	B Final	P9
Round 2	Glan Y Gors	B Final	P17
Round 3	Whilton Mill	B Final	P9
Round 4	PF International	B Final	P14
Round 5	Ellough Park	<i>Did not compete</i>	
Round 6	Whilton Mill	B Final	P15
Round 7	Llandow	A Final	P13
Round 8	Rowrah	A Final	P4
Round 9	Warden Law	A Final	P15
Round 10	Buckmore Park	A Final	P6

**Finished 21st out of 96 drivers in debut Club100 season.*

Daniel Ricciardo Series (August 2024 – October 2024) Cadet Lightweight (DRS45)

Round 6	Llandow	A Final	P4 <i>Won Driver of the Day</i>
Round 7	Glan Y Gors	A Final	P4 <i>Won Driver of the Day</i>
Round 8	Whilton Mill	A Final	P6

**Finished 11th out of 25 drivers after only 3 Rounds of an 8 Round season.*

Season	Competition	Category	Season Position
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Club100 North – (March 2025 – Nov 2025) Cadet Lightweight

Round 1	Glan Y Gors	A Final	P2
Round 2	PF International	A Final	P3
Round 3	Whilton Mill	A Final	P1
Round 4	Rowrah	A Final	P2
Round 5	Warden Law	A Final	P1

**CROWNED CHAMPION out of 56 drivers.*

Club100 South – (March 2025 – Nov 2025) Cadet Lightweight

Round 1	Whilton Mill	A Final	P15
Round 2	Shenington	A Final	P4
Round 3	Rissington	A Final	P7
Round 4	Clay Pigeon	A Final	P4
Round 5	Llandow	A Final	P3
Round 6	Ellough Park	A Final	P1
Round 7	Lydd	A Final	P13
Round 8	Buckmore Park	A Final	P1

**CROWNED VICE CHAMPION out of 87 drivers.*

Daniel Ricciardo Series – (March 25 – Oct 2025) Cadet Lightweight (DRS50)

Round 1	Three Sisters	A Final	P13
Round 2	Whilton Mill	A Final	Did Not Race
Round 3	Llandow	A Final	P1
Round 4	Shenington	A Final	P2
Round 5	Buckmore Park	A Final	P5
Round 6	Clay Pigeon	A Final	P2
Round 7	Hooton Park	A Final	P9
Round 8	GYG	A Final	P3

**Season P3 finish overall – 3 out of 46 drivers.*

JD Racing – Rotax Inter – Owner Kart Shenington Kart Championship (Novice Plates)

Race 1	Shenington Round 2	P3
Race 2	Shenington Round 4	Did Not Race
Race 3	Shenington Round 6	P14
Race 4	Shenington Round 8	P11
Race 5	Shenington Round 9	P13

Completed Novice Plates as an Owner Kart Racing Driver.



SOCIAL MEDIA

Social Handles

-  Linktree
<https://linktr.ee/ethanguestracing>
-  Instagram
https://www.instagram.com/ethan_guest73/
-  LinkedIn
<https://www.linkedin.com/in/ethan-guest-racing/>
-  TikTok
<https://www.tiktok.com/@ethanguestkarting>
-  Facebook
<https://www.facebook.com/ethanguest47>
- Facebook Page**
<https://www.facebook.com/ethanskartingjourney/>
-  Threads
https://www.threads.net/@ethan_guest73
-  YouTube
<https://www.youtube.com/@ethanquest>
-  Website
www.ethanguestracing.co.uk
www.ethanguestracing.com

Ethan's socials have grown massively over the course of 12 months having had to start from scratch in Sept 2024 at the point of all of his social accounts being deleted.

2026 will be a big social year for Ethan as we have a really big push across all channels and have committed to sharing the journey across all socials and reviving & pushing the YouTube channel.



Ethan's profile also benefits from being 'LIVE STREAMED' on Alpha Live Production across his races seasons with Club100 & Daniel Ricciardo Series – his profile has been used a number of times for Alpha Live YouTube Channel.

- Alpha Live has a following of 17k (Facebook), 14k (Instagram), 10.7k (TikTok), 56k subscribers (YouTube)
- Live Stream via Daniel Ricciardo Series Facebook page – 4.7k followers
- A combined following of 103,000 followers for LiveStreams

Ethan's profile also benefits from a strong social following on his dad, Steve Guests socials – Steve is the author of Top Biller – 'The Life of a Recruiter' which is globally, the highest reviewed Recruitment Book on Amazon in the world selling 42,000+ copies worldwide across 72 countries.

- LinkedIn following of 34k
- Facebook Network of 4.5k
- Instagram Network of 4.6k
- Combined following of 42,000

STATISTICS 28 Days (Nov-Dec)



Followers **4,921**

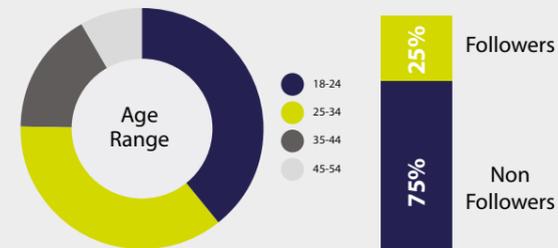
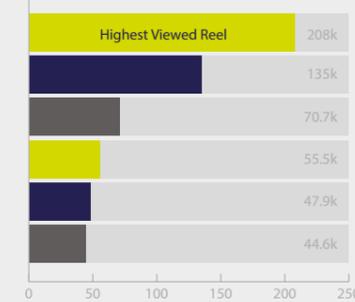
Accounts Reached **124,769**

Views per month **350k-400k**

Profile Views **11,092**

Reel Views (Nov-Dec) **382,000**

Top Reels - No. of views

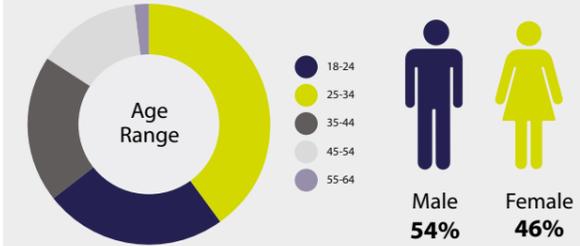


Followers **1,717**

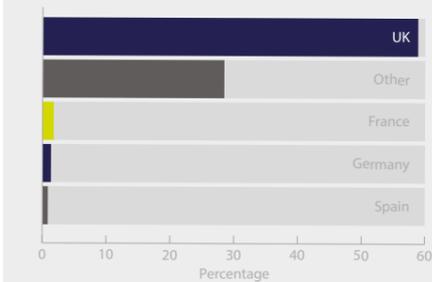
Likes **26,100**

Views per month **46k**

Profile Views **1.5k**



Locations of Views



 Threads

Followers **185**

 LinkedIn

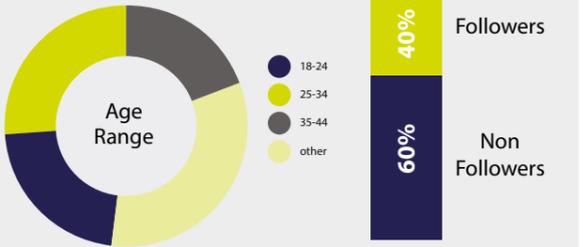
Followers **1,389**

Overall Followers across all platforms **50,000**



Followers **1,258**

Views per month **26,000**



Subscribers **177**

Hours watched **40**

Views per month **20k**



Monthly Views **500k+** Averaged & Rising



Reasons to get involved

- Your sponsorships will support and help pay for Ethan to compete in his Karting journey and you will be a part of his continued growth as a Racing Driver.
- Ethan's Karting Journey will provide a great source of brand recognition and help you grow your marketing & sales efforts.
- You can use your own/and our social media channels to promote your involvement and drive traffic to your website.
- You will be welcomed into our network giving you the opportunity to connect with other like-minded businesses.
- Boost employee morale by giving them an opportunity to champion a great cause for a positive change.
- Fulfil your Corporate Responsibility commitments – Ethan's Karting Journey attracts a diverse range of visitors.
- Your business/brand marketed across ALL of my social media platforms including LinkedIn, Facebook, Instagram, YouTube, TikTok – we currently have an engaged network following of 50,000+.
- Club100 races are LIVE Streamed on YouTube via Alpha Timing to an active subscription of 35,000 viewers – Ethan has already made it onto the front cover of the YT channel.
- Photos & results across Club100 & Motorsport UK socials to a following of 95k.
- A COMBINED FOLLOWING OF 185,000 FOLLOWERS across SOCIALS for EVERY STAGE OF THE JOURNEY!
- **Sponsoring Ethan's Karting Journey is 100% tax deductible.**

Race Partners

- Torq Racewear
- Demon Tweaks
- ChappersMedia
- Bell Helmets
- Fanatec
- GoPro
- Grand Prix Racewear
- ads Creative Solutions
- DS Designs

Collaborations in 2025



Current Sponsors



SPONSORSHIP PACKAGES



BRONZE PARTNER

£1,000

“Show your support and be part of the journey.”

Perfect for businesses who want to back a talented young driver and gain visibility within a passionate, engaged motorsport audience.

Includes:

- Your logo on selected supporting promotional materials and online channels
- Social media shout-out introducing your business and thanking you for your support
- One professional photo with Ethan at a race event or your business premises
- Access to our photography gallery for use across your marketing and socials
- Bronze social media package (2x tagged posts + 1x story feature)
- Certificate of thanks and inclusion in end-of-season highlights post

SILVER PARTNER

£3,000

“Join the team and grow your brand through grassroots motorsport.”

For businesses ready to build brand alignment and engage with Ethan's growing fanbase across multiple events.

Includes:

- Category exclusivity (no direct competitors at this level)
- Your logo featured on Ethan's race kart
- Social media Silver package (4x posts + 2x stories over the season)
- Professional photo session with Ethan for your brand marketing
- Media mention in local press releases and online coverage where possible
- Use of all official photography for marketing and PR
- Invitation to attend a race weekend as a team guest
- Certificate of thanks and inclusion in end-of-season media coverage

PLATINUM PARTNER

£7,500

“Headline partnership with exclusive branding opportunities.”

For brands looking for a deep integration into Ethan's journey, with greater visibility and engagement across races, media, and social channels.

Includes:

- Sole representation in your business sector across all Ethan's racing activity
- Primary logo placement on race kart, race suit, and team apparel
- Mention in all media and PR materials (radio, print, digital)
- Platinum social media package (custom content, Q&A feature, brand tag in race day coverage, 12+ posts/stories)
- Branded social video reel featuring your product/service with Ethan
- Access to professional race-day photo and video content for your brand use
- VIP invitations to selected key race weekends (with paddock access where possible)
- Opportunity to co-brand a piece of team equipment (helmet visor strip, kart nose, or awning panel)
- Option to sponsor specific costs (e.g. tyres, race entries, or kart upgrades) with tailored recognition
- End-of-season celebration mention, trophy presentation photo, and media spotlight

ELITE/CHAMPIONSHIP PARTNER

£15,000

“Take pole position as Ethan's Championship or British Season Partner.”

For major brands or investors ready to make a significant impact – becoming synonymous with Ethan's full racing campaign in 2026 and beyond.

Includes:

- Exclusive **Championship Naming Rights** e.g. Ethan Guest Racing – powered by [Your Brand]
- Full logo placement on all race suits, karts, helmets, and awnings
- Dedicated PR campaign announcing partnership (press release + media distribution)
- On-site hospitality opportunities and VIP access to major races (Kartmasters, British Championship rounds etc.)
- Quarterly content collaboration (co-branded video updates/behind-the-scenes reels)
- Mentions across all interviews, press coverage, and commentary where possible
- Branded race review posts & end-of-season documentary-style recap
- Option for long-term partnership (2026–2027)
- Invitation to season-end celebration and presentation

GOLD PARTNER

£5,000

“Become a key partner in Ethan's 2026 campaign.”

Ideal for companies who want to associate their brand with excellence, dedication, and high-performance values.

Includes:

- Exclusive category sponsorship for 2026
- Prominent logo placement on Ethan's race kart and race suit
- Gold social media package (8x posts + 4x stories + tagged reels)
- Logo on all promotional banners, digital flyers, and race day materials
- Mentions in race reports, reviews, and result posts across all social platforms
- Media coverage in local and regional press (where possible)
- Invitation to multiple race days as VIP guests
- Opportunity to display your marketing materials at race events
- End-of-season thank you video message from Ethan
- Certificate of thanks & recognition in all season wrap-up content



ADDITIONAL/ONE-OFF SUPPORT OPTIONS

For those wanting to contribute in a targeted way:

For major brands or investors ready to make a significant impact – becoming synonymous with Ethan's full racing campaign in 2026 and beyond.

Includes:

- Equipment Sponsorships – fund or co-sponsor tyres, race entries, or kart components (with dedicated recognition)
- Event Sponsorships – become title sponsor for a specific round or major race weekend
- Product Support – provide branded gear, kit, or equipment for inclusion in Ethan's content and race setup
- GoFundMe Contributions – direct donations of any amount.

Please visit our **GoFundMe** page:
gofundme.com/f/ethan-guests-karting-journey

NEXT YEAR

What does 2026 look like for me and why do I need your support?

Championships

Ethan is planning on competing in the following Championships in 2026:

Shenington Kart Championship	10 races
PF International Kart Championship (TVKC)	10 races
Plus British Championships towards end of the year dependant on funds and progression	

Driver Coaching

As part of my development, I am ideally looking at hiring a Driver Coach/Business to provide all round care – sleep, eating, nutrition, training and driving.

What does the money get spent on?

I am looking for your support to allow me the best opportunity to make a success of my Junior Rotax journey and to allow me to grow, compete and practice as much as possible.

Your donations/support will pay for competition entries, practice sessions, test days, 1-2-1 sessions, equipment, tuition and give the best opportunity to compete with the best.



Testimonial from James Small, Owner of JS Tuition (Ethan's Driver coach)

"Ethan is a talented driver with an impressive dedication to racing and continuous improvement. I've had the pleasure of working closely with him for over six months, during which his enthusiasm for advancing his racing skills and his commitment to all aspects of motorsport have been truly outstanding. Ethan consistently demonstrates a strong focus in qualifying sessions, where his ability to get into the zone and execute a near-perfect lap is remarkable. His race craft is equally impressive; he has a natural ability to analyse other drivers, anticipate their moves, and time his overtakes with precision.

His progress so far has led to some excellent results, and together we're now setting our sights on national championships for 2025. Preparing Ethan for this next level of competition is an exciting journey, and I'm confident in his potential to excel. Ethan is always receptive to my guidance, absorbing each piece of feedback and translating it into concrete improvements on track. His dedication, skill, and adaptability make him a pleasure to coach, and I look forward to seeing his continued success".

November 2024

Testimonial from John Vigor, Managing Director, Club100 Racing

"Ethan Guest has been an outstanding competitor throughout the 2025 Club100 season. To be crowned Cadet Lightweight Champion in the North and Vice Champion in the South is a remarkable achievement and a true reflection of his exceptional driving ability, race craft and consistency under pressure.

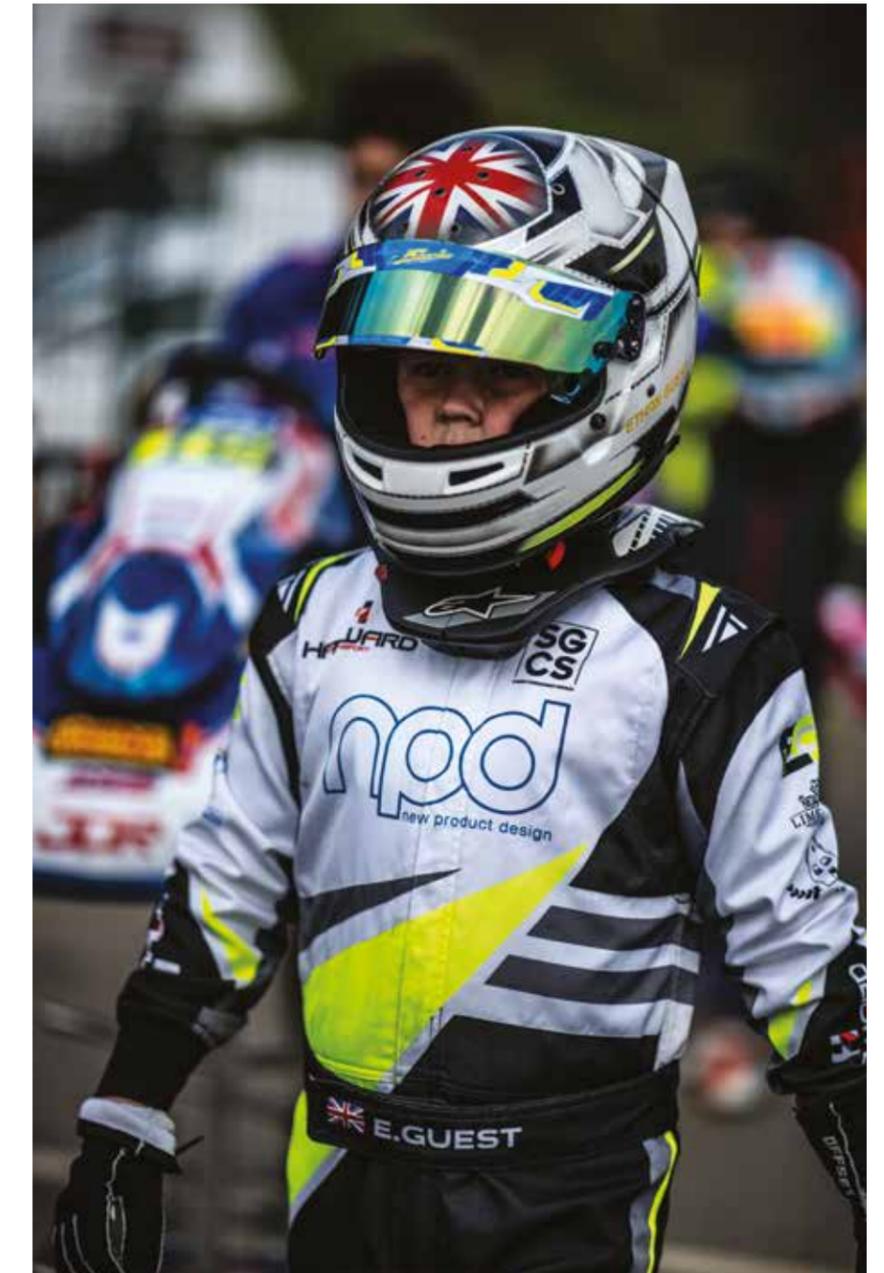
Beyond his performances on track, Ethan has shown exemplary behaviour at every round – respectful, mature and a real credit to himself and his family. He is always willing to support and encourage less experienced drivers, demonstrating the sportsmanship and leadership qualities we value highly at Club100.

Ethan has been a pleasure to have in our paddock this season and we are excited to see where his talent takes him next."

December 2025

RACING CALENDAR 2026

Championship 1 - Shenington Kart - Junior Max - Shenington Race Track, Banbury	
17th – 18th Jan	Round 1
13th – 15th Feb	Round 2
13th – 15th Mar	Round 3
18th – 19th April	Round 4
16th – 17th May	Round 5
20th – 21st June	Round 6
17th – 19th July	Round 7
18th – 20th Sept	Round 8
17th – 18th Oct	Round 9
14th – 15th Nov	Round 10
Championship 2 - 2nd Junior Rotax Championship Trent Valley Kart Championship, PF International Race Track	
31st Jan – 1st Feb	Ice Breaker Cup
28th Feb – 1st Mar	Winter Warmer Trophy
28th – 29th Mar	PF Challenge Cup
4th – 5th April	Club Championship
17th – 19th April	The Kart Championship
2nd – 3rd May	Club Championship
15th – 17th May	TBC
29th – 31st May	MSUK British Championships
6th – 7th June	Club Championship
4th – 5th July	Club Championship
30th July – 2nd Aug	Motorsport UK Kartmasters British Kart Grand Prix
14th – 16th Aug	MSUK British Championships
5th – 6th Sept	Club Championship
3rd – 4th Oct	Club Championship
31st Oct – 1st Nov	Club Championship
5th – 6th Dec	Festive Cup



PRESS/MEDIA

Featured on:

BBC News, BBC Midlands Today, Motorsport News, The Pioneer Magazine, Express & Star Newspaper, Birmingham Mail.

Express & Star

Express & Star Article (August 2025)

Ethan's in the driving seat after go-kart success

A young Aldridge go-kart racing driver who has his eye on a professional career in Formula One is enjoying a run of podium successes in just his second full national race season.

Ethan Guest, aged 13, has already competed in 16 championship race weekends at Club100 North & South championships, Daniel Ricciardo Series DR550 and Jack Dex Racing at Shenington owner kart championship in 2025.

Of these, he has finished with nine race championship podiums, with two first place, three second place and three third place podium finishes as well as a top novice place.

After an appeal for sponsors to help him achieve his racing career goals, the St Francis of Assisi student, who started go-kart racing at the age of ten, has gone from strength to strength.

"The support of my sponsors has helped me to really focus on improving my racing skills and my fitness this season and I am seeing the results already," says Ethan.

"Last season, I won the Daytona Championship and did well in my debut Club 100 Inkart Championship and this season has been really strong, too, which has only made my racing ambitions stronger."



Advertising enquiries: 01753 480208

THE VOICE OF BRITISH MOTORSPORT

MOTORSPORT NEWS

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SEPTEMBER 2025 35

COLUMNIST

ETHAN GUEST

The 13-year-old taking karting by storm tells us about his progression



The second year into a kart is just felt like it's been racing for years. I've had a lot of Formula 1 games, so I used to watch the races and see how they were for a computer game. When I started karting, I was a bit nervous, but I realised I was decently quick so we started going one-to-one with Michael and he then we progressed through there and they said 'good job'.

Then we went to Daytona Tamaroch, our first season. Finished third in the championship twice and then I was dominant in every round, including four wins, a P2 and a P3. From there I moved into the national championships of Club 100, the Daniel Ricciardo Series and the Jack Dex Racing competing in the Shenington Kart Championship, and an ongoing week with the Jack Dex Racing.

Two favourite drivers, like Max's aggression and how he can be really nice with you and he's a really nice guy, then when the helmet goes on he doesn't really smile, and the London sense of humour.

When we first started karting I was very nervous, if someone was behind me I'd get a bit angry, and I'd be really quick to get out and look at a gap then go back behind. Then in a Jack Dex race my machine, James Tester said you need to start going for it and if there's a move you've got to go for it and once you're 100% and if you've got to defend, you've got to defend hard. The next season I did and was just going through the pack. That was a really big turning point.

I've also matured in my patience. I used to be really impatient and was a bit erratic, I was trying too hard and actually getting slower. But this season my maturity and a bit of patience have gone levels above what they were. A few parents say the driver who gets stuck on track, I've learned that actually being relaxed, being smooth and trying not to force anything really really actually makes a better race.

And at the back end of last year, I had never really got good outside Daytona, and then at Bowish, one of the later stages in the Club 100 series, that's really good, I qualified about P10, and then in the final had an amazing race and finished P4 with good defensive work. From then on I knew I can do it. I've adopted an aggressive style, but then I don't really feel aggressive in my helmet, that's just me driving now and when off the track I'm nice to speak to. A bit like Max, I go boxing three or four times a week and have a physical training one to one session once a week, just from James Small from at Sutton Coldfield.

Another thing that's been really different this year is last year if something happened that knocked me down the order it would affect me. This season when things like that happen I've always got back up to the top, I'm mostly mates with other people, and I look up to them, especially Michael Bishop. They're so chilled, they've all done it before, and if something doesn't go well they go 'it's one session, I've got a few more races to race it'.

I'm also aiming for the X-Kart scholarship, which is a winner gets a fully funded junior Rotax season to the value of £25,000. X-Kart offers a rounded package, with various training sessions on and off the track including fitness, medical and diet.

I've tried the junior Rotax and that went well, and my goal is to get someone who looks well to me.

If I'm not successful on the scholarship enough, next year we'll be with Jack Dex Racing again. The aim is to compete in countries like the UK, possibly Winton Hill and Shenington, Jack's looking after me a lot this year and we've done really well. We want to go to the States, it's a good starting point to understand how the car and it's not a big clumsy car, it's almost a single-seater so you can still feel these things but at least going to single-seaters in the UK.

"I have an aggressive style but I don't feel aggressive in my helmet"

An article from Motorsport News - September 2025



WANT TO FIND OUT MORE?

If you would like anymore information in regards to Ethan's Karting Journey and would like to get involved please get in touch with us:

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Email: steve@sguest.co.uk Tel: 07917 753 957

Alternatively, please send us a DM via one of our social media channels.

BBC News (August 2025) Article by Ed James

Go-kart teenage champion sets sights on Formula 1

A 13-year-old go-kart racer who won a junior championship last year has said his ultimate dream would be to compete as a racing driver in Formula 1.

Ethan from Aldridge in the West Midlands won the Daytona Championship 2024 in his third year, having come third in the go-karting final in his second year.

The teenager got into the sport after some of his friends were playing a Formula 1 game, and he started saving up for a go-kart.

"I was nagging my dad, 'Can we do a session? Can we do a session?' Eventually we went to Midlands Karting in Lichfield and did a one-on-one," he said. *"They said I had good potential, so we kept going back."*

He is now determined to make a career out of racing: *"Formula 1 would be amazing, but I'd just be happy to be a racing driver, to be honest."*

Ethan's dad, Steve, told the BBC: *"We had a conversation. I said to Ethan, 'You've got to be all in; you've got to be 100% committed."*

"And I think this year alone he's got 27 race weekends, and they're full weekends; some of the tracks are four to five hours away."

"It's a full commitment from all of us, and I try and take a lot of the off-track stuff away from Ethan so he can focus on the racing."



Since then, Ethan has climbed up the ranks, winning the Daytona Championship and hoping to take on bigger championships over the next year, such as the British Championships.

Steve said: *"I am proud. He works very hard, and a lot of it is off the track, which a lot of people don't tend to see."*

"Doing what he does is quite physical, both on his body and mentally, and he has to be at the forefront, so he boxes three or four times a week, and he's got a one-to-one PT once a week to build up his strength."

Ethan added: *"It's definitely pushing your neck to the limit as well."*

When asked who his idol was, Ethan said: *"I think Max Verstappen because of all of his aggression."*

"Because I think he's a really nice guy outside the track, and he's quite nice to speak to. He helps all the rookies and stuff, but once the helmet goes on, he changes, and he's focused on the race win and doing the best he can, and it's for himself."



ETHAN GUEST
RACING DRIVER