

CAELAN SERRANO BRAND OVERVIEW

2026



WHO IS CAELAN SERRANO

Active-duty U.S. Army Combat Medic and competitive endurance driver.

I represent:

- Servicemembers who want more from life
- Underdogs trying to break into racing
- Drivers who didn't grow up with access

I didn't enter racing through connections — I entered through grit.

Now I'm building a platform to make access clearer for the next generation.





Access Builder | Racing Driver | US Army Combat Medic

    @caelanserrano

OUTSIDE OF RACING

When I'm not racing, usually I will be found working as a medic on Fort Bragg. I am E4 in the US Army with ~3 years in service. Everything I do, I do with intention to change my environment for the better and joining the military has placed me in unique positions allowing me to accomplish that goal, from teaching foreign combatants live-saving skills to even advancing levels of healthcare soldiers receive overseas.

Soon I plan to use my impact to bring more attention to grassroots motorsports to allow for more talent to access the sport, provide programs and sport scholarships to local schools in Fayetteville, NC, and use my platform to actively encourage car enthusiasts to engage in the right behaviors at the right places, legally, and safely.



Quick Facts:

- Born September, 2004 in AZ
- Raised in California
- First competitive sport was MMA
- Product of a very competitive family



THE PROBLEM IN MOTORSPORTS

There is not a lack of desire to race.
There is a lack of access and knowledge.

I can't control where someone was born.

But, I can help remove the knowledge barrier -
and build partnerships to solve the rest.

The Three Major Barriers:

1. Network
2. Funding
3. Knowledge



RACING PROFILE

Primary Focus:

Endurance racing - looking to build into sprint, desert, stock car, and more.

Current Series/Class:

Series & class fluid. Primarily Champcar & TC level classes.
Goal: Pro level GT4, TC+.

Status:

Independent driver operating across multiple teams and series.

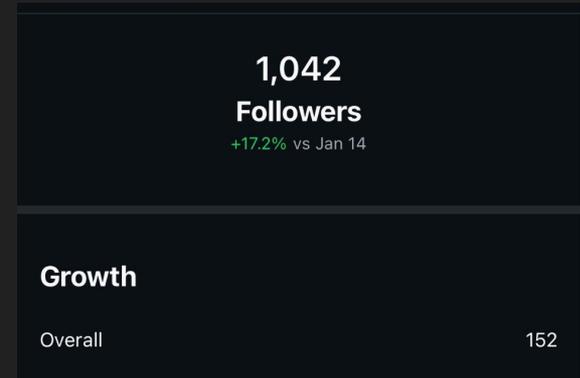
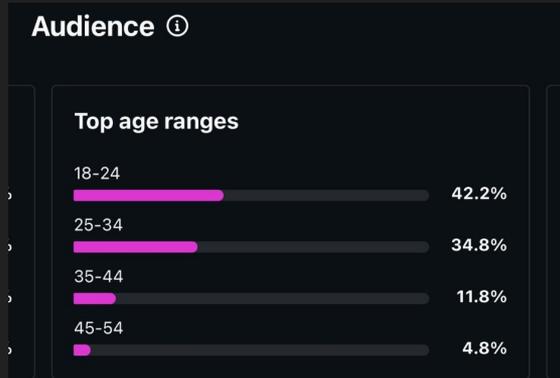
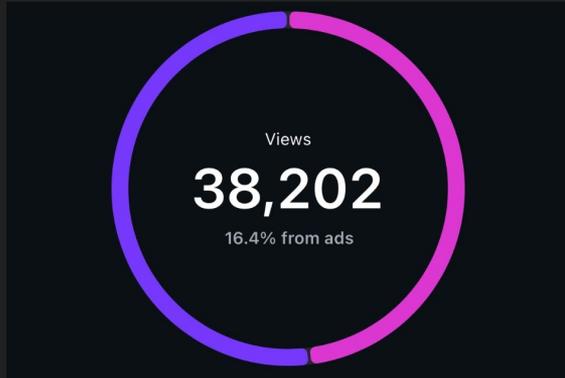
East Coast, with National Intent

Recent Results:

- Team P3, Road Atlanta (Ford Focus)
- Team P4, VIR (BMW E46)



AUDIENCE & GROWTH



Growth & Following:

Instagram Followers: 1,042

30-Day Growth: +17.2%

30-Day Views: 38,000

External Link Taps: 20

Primary Audience:

- Uniformed services and veterans
- Aspiring grassroots racers
- Competitive young men & women
- East Coast motorsports fans

Best Performing Post:

Views: 5,065

Likes: 265

Shares: 22

Saves: 36

MEDIA & PRESENCE

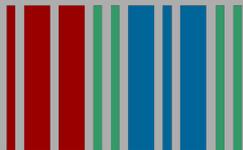
I am experienced in utilization of SEO and social media for marketing and promotional purposes and consistently post content 3-4 times weekly on my social media platforms.

Media I curate or am featured in includes:



CHAMPCAR.LIVE

10 minute long interview on [Champcar Live](#) along with a [short interview](#) by [Likeable Les](#).



WIKIDATA

Legitimate structured online presence and data through sites like [Wikidata](#) and [Crunchbase](#).



Consistent content and a growing online presence across [Instagram](#), [TikTok](#), and [Facebook](#) with local and military audiences.



Positioning for launch of long-form racing content and documentary-style storytelling on [YouTube](#).

3 YEAR TARGETS

Notable goals that I will accomplish in the next 3 years and beyond...



End of 2026:

- 5k+ followers on social media
- Expanded East Coast presence



End of 2027:

- Entry into lower level SRO/Spec-cup/IMSA ladder
- Baja/Desert race entry



Long-Term:

Become nationally recognized representing grassroots motorsports and military in racing.

PARTNERSHIP PHILOSOPHY

I don't offer preset "packages," I build relationships, let's talk.

Ideal Partners:

- Small & local businesses wanting regional exposure
- Military-aligned, supporting, or veteran-owned brands
- Performance & automotive brands
- Brands that believe in disciplined growth and grit

Partnership Includes:

- Access to my cause and mission to change grassroots motorsports
 - Branding on my equipment, vehicles I drive,* and media the vehicle or I am featured in
 - My presence as a branding resource and ambassador
- Co-branded community initiatives and local/military audience access



*Please ask for more information regarding stipulations regarding vehicle branding

WHY NOW?

Motorsports is the new *big thing* in the US, the *Rolex 24 Hours of Daytona* had record-breaking attendance, collegiate racing is on the horizon. If you think it's slowing down, think again.

It's my mission to expand grassroots racing and I've already brought new attention to it. Now it's time to build.

Partnering now means:

1. Lower cost of entry
2. Long-term brand alignment
3. Growth with me



THANK YOU LET'S BUILD



TEAM KING
OFFICIAL AMBASSADOR

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