



Team King Competition

Official Press Kit

About Team King Competition

Team King Competition is a grassroots motorsports and tactical-sports organization founded by Caelan Serrano, a U.S. Army combat medic with a background in endurance racing, tactical performance, and content-driven brand development. What began as a parking-lot build evolved into a multi-division competition program dedicated to proving that motorsports belong on the same stage as traditional athletics—measured by precision, consequence, and effort.

Team King's flagship division, Team King Racing, is currently building Project Apex, an endurance-spec Scion FR-S to compete in several grassroots racing series, to include [ChampCar](#), [GridLife](#), [FARA](#), [WRL](#), [Zenith](#), and [AER](#). The organization also operates Team King Media, the Rising Tigers Program for developing athletes, and a Customer Racing division offering rental race seats, event support, and business-to-business racing experiences.

Mission Statement

We make elite-level competition accessible, supporting everyday people and uniformed service members with opportunities to compete, grow, and build their personal brands alongside Team King.

Vision Statement

Our vision is to redefine who gets to compete by creating a pathway into elite sports where commitment, not cost, determines opportunity, and to build a network where competitors grow their skills, careers, and personal brands alongside Team King in a disciplined, high-performance community.

Leadership

Caelan Serrano
*Chief Executive Officer &
Founder*

Alondra Flores
Chief Operations Officer

Jayden Smith
Chief Marketing Officer

Tagg Rystephanuk
Director — Team King Tactical

Divisions, Programs, & Departments



Team King Racing Division

Fields racecars built from the ground up, showcasing the organization's competitive motorsports capabilities.



Team King Media Division

Produces cinematic storytelling and strategic content that highlights the organization's athletes, competitions, and culture.



Team King Club

Serves as the organization's community hub, offering exclusive content, benefits, and engagement for supporters and fans.



Team King Rising Tigers Program

Team King's structured athlete development pathway, designed to select and cultivate raw talent into disciplined and competitive performers.

Team King Ambassador Program

Partners with athletes and creators who represent the organization's competitive spirit across motorsports, tactical sports, and extreme disciplines.



Team King Business Solutions

Provides brands with competition-driven creative services, strategic guidance, and storytelling rooted in the team's high-performance ethos.



Team King Customer Racing Program

Offers turnkey access to competitive motorsports through rentals, build consultation, corporate driving experiences, and full event support.

Campaigning In

Racing Series & Events

- FARA
- AER
- ChampCar
- Eibach GridLife TC
- CrowdStrike Veterans Race of Remembrance
- West Virginia Hillfest

Ambassador Series & Events

- AMP Winter League

Notable News & Media

- **December 2025:** Feature interview on the future of grassroots endurance racing and Team King's mission to elevate motorsports culture
- **December 2025:** Team King publishes its first official press release following limited participation in the ChampCar Winter Classic
- **Mid-2025:** Team King expands into multi-sport divisions and introduces the Team King Club subscription platform

Partners & Sponsors



Press Resources

Team King Media Division & Media Relations

media@teamking.club - Media Team Contact

www.teamking.club/media

Instagram: @teamkingcompetition

TikTok: @teamkingcompetition

YouTube: @teamkingcompetition

Official Logos, Brand Identity, & Press Resources

media@teamking.club - Media Team Contact

jayden.smith@teamking.club - CMO Contact

www.teamking.club/brand

www.teamking.club/press

High-resolution logos, driver portraits, car photography, and official graphics are available at www.teamking.club/brand.

Quick Facts

Founded: March 3, 2025

HQ/Service Area: Fayetteville, NC, USA

Founder & CEO: Caelan Serrano

Divisions, Programs, & Departments: Racing, Media, Team King Club, Rising Tigers Program (RTP), Ambassador Program, Business Solutions, Customer Racing Program

Flagship Vehicle: Scion FR-S - FA24-Swapped Endurance Platform (Project Apex)

Campaigning In: Champcar, GridLife TC, FARA, AER, Veterans Race of Remembrance West Virginia Hillfest, Osprey 2 Gun

Target Demographic: Everyday competitors, uniformed service members, emerging athletes, grassroots creators

Taglines: “No crowns. Just claws.™”, “Outwork. Outlast. Outrun.”, “Competition is our language. Pressure is our environment.”, “Claws Out.”

Core Mission: Making elite competition accessible to those shut out by cost or privilege.

About Team King Competition

Team King Competition is a grassroots performance sports organization dedicated to making high-level competitive disciplines accessible to individuals from uniformed services, civilian backgrounds, and communities limited by cost or opportunity. Team King uses its own teams, network, and in-house media and marketing capabilities to create clear pathways for driven individuals to break into these fields. Through development, visibility, and structured support, Team King works to ensure that talented athletes from service-oriented backgrounds can compete, grow, and succeed.

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Brand Identity

www.teamking.club/brand