

NEW KIDS' BOOK SERIES ABOUT F1 RACING **WELCOME, RACERS!**

Introducing Red Racer Books, a new series of children's books exploring the world of motorsports, starting with Formula 1.



OUR MISSION

To give kids in the US and beyond a global perspective on sportsmanship, diversity, science and technology.

OUR GUIDES



RED RACER - LEAD DRIVER

Hi readers! Meet Red Racer. He loves all things that go fast. When he was a kid like you, he loved cars. So, his papá showed him the world of motorsports and now he's a great race car driver.



ROXY - LEAD ENGINEER

Meet Roxy the Engineer! She is Red Racer's partner in racing. Growing up, she loved math and cars, so she studied engineering and aerodynamics. Now she's part of the Red Racer team, helping to get the best performance from the car.

ABOUT THE BOOKS



ABCs of Racing My First Guide to Formula 1™ Racing

This is not your ordinary ABC book

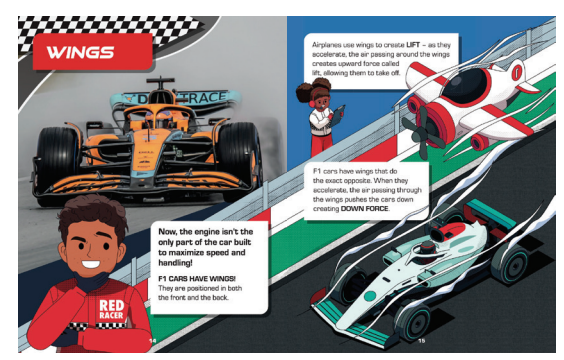
A 34 page Hardcover book for kids 3-8. It covers basic concepts about F1 racing with gorgeous illustrations, inspired by actual race tracks and racing situations around the world.

Available en Español. Italian, Dutch and French versions coming soon.

All about Race Cars A Guide to Formula 1™ Race Cars

40 pages of fun facts about F1 cars

A 40 page Paperback book for kids 3-10, jammed pack with vivid illustrations, photography of your favorite drivers, and so many facts!



WHAT MAKES OUR BOOKS SPECIAL



Educating while
Entertaining



For Kids and
Parents alike



Full
Representation



Multilingual +
Multicultural



Beyond The
Books

WHAT THE PRESS IS SAYING

JALOPNIK

Two Great Children's Books to Introduce Kids to Formula 1

These beautifully illustrated books are great for early readers who want to learn all about racing.

By Elizabeth Blackstock

"If you're looking to impress with a kid's gift, look no further."

the Strategist

HOLIDAY GIFTS 2022 | DEC. 12, 2022

The Best Gifts for Formula 1 Fans, According to Formula 1 Fans

By Katherine Gillespie @kattgillespie

For kids of Formula 1-loving parents, Herman, Lizotte, and Sievers like the Red Racer series. Printed in English and Spanish and designed to engage kids of all genders, these books are "the perfect way to teach little ones about Formula 1."

healthline

From Bedtime Stories to Bilingual Tales: Our Best Baby Book Picks



Medically reviewed by Mia Armstrong, MD — By Dorian Smith-Garcia — Updated on Jun 23, 2022

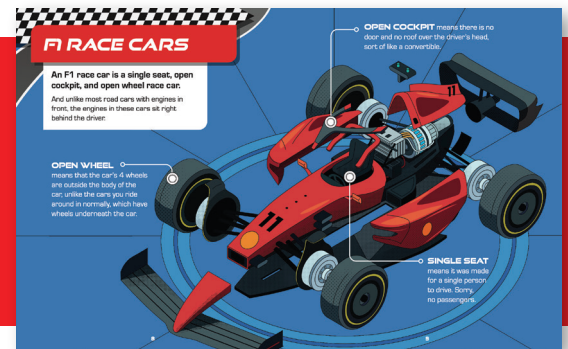


Sports fans will rejoice at this fun twist on the ABCs. While most alphabet books focus on tried and true classics like "A is for apple," this cute version ups the ante by introducing concepts like STEM early with parallels such as "A is for aerodynamics." Better still, this book is available in both English and Spanish. Both parents and children will love the vivid full-color illustrations and racing fans, in particular, will appreciate this ode to a popular sporting tradition.



I had become fascinated with the science and technology behind Formula 1, and I knew it could be a great way to introduce STEM concepts to kids. So, the idea for Red Racer Books was born.

- Andy Amendola, Founder, Creator of Red Racer Books.



MEET THE AUTHOR

Andy Amendola has always loved driving, but when he was introduced to Formula 1 racing via the hit Netflix series Drive To Survive, it was love at first sight. He became fascinated with the sport, and here we are! Andy grew up in Florida but his family are immigrants from Uruguay, in South America.



MEET THE ILLUSTRATOR

Wei Ren is an illustrator from China, currently living in Fuzhou, Fujian. Originally a UI designer, he's a remarkable artist and painter and has recently taken on more illustration work. This is his first time working on a full children's book.



WHERE TO FIND OUR BOOKS



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