

# BRUCE ASHMORE

7681 East 500 South  
Zionsville – Indiana – 46077

[Bruce@AshmoreDesign.com](mailto:Bruce@AshmoreDesign.com)  
(317) 496 - 9909

---

## Career Highlights

- Designer of three winning race cars for the Indianapolis 500 and four IndyCar Championships
  - Technical Director for six winning IndyCar series championships
  - Project Manager for the design and build of two automobile aero research wind tunnels
  - Created ASHMORE DESIGN
  - 2012 IndyCar design bid finalist
- 

## Experience

- 34 Years working successfully in the motorsport business
  - Former President of profitable \$75 million revenue company building winning race cars
  - Responsible for the sales of race cars and parts for seven years in the IndyCar marketplace
  - 7 years owning, operating an engineering and development company
  - Technical consultant to race car drivers, teams and manufacturers
  - Designer of complete automobiles and motorcycles
  - Authored electric vehicle design and development proposals
- 

## Professional History

- |   |                    |              |
|---|--------------------|--------------|
| – ASHMORE DESIGN,   | Owner / CEO        | 2003-Present |
| ○ Automobile, motorcycle and component design and development                           |                    |              |
| ○ Design complete drive-train for racing applications                                   |                    |              |
| ○ Scanning and surfacing for reverse engineering of component and complete body design  |                    |              |
| ○ Technical direction and consultation for professional race teams and race car drivers |                    |              |
| ○ Wind tunnel test and research programs  |                    |              |
| ○ Design, develop and manufacture of research and development equipment                 |                    |              |
| – PLAYERS FORSYTH RACING,   | Technical Director | 2001 – 2002  |
| – REYNARD NORTH AMERICA,  | President          | 1999 – 2000  |
| – REYNARD RACING CARS,  | Technical Director | 1994 – 1998  |
| – LOLA CARS LTD,  | Chief Designer     | 1987 – 1993  |
| – LOLA CARS LTD,  | Design Engineer    | 1981 – 1986  |
- 

## Education

- |                                   |                        |             |
|-----------------------------------|------------------------|-------------|
| – CAMBRIDGE TECHNICAL UNIVERSITY, | Mechanical Engineering | 1977 – 1981 |
| – LOLA CARS LTD,                  | Apprentice Engineer    | 1976 – 1980 |