

sidewaysbuff



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who is sidewaysbuff



Mark "SidewaysBuff" Luney is a familiar name in sporting circles, having been involved in motorsport since he was five years old. Acquiring numerous skills over the years he has been a professional driver for over 20 years. He is now known as one of Europe's most experienced drift drivers, competing professionally for 10 years in local, national and international competitions, from Ireland to Abu Dhabi.

Mark has travelled all around the world, from an early age, showing off his array of skills in car control, which include model racing cars, rallying, auto-testing, and most recently drifting. Successes, in competition, include five times Irish Model Car Racing champion, Need for Speed European Drift Championship champion, Autocar Magazine Sideways Challenge champion, and D1 Irl Drift Championship runner-up.

Mark has experience in performing in both 2 wheel and 4 wheel drive cars, using each one specifically for certain stunts or scenarios. He can teach and perform both on and off the track, delivering seminars and demonstrations on car-control to big audiences or small groups alike.

Over the years, Mark was always known locally in the car scene for having cars in concourse condition. In the modified scene, style is everything, which is why the various modified cars that Mark built, in conjunction with the styling and work that was put into them, his cars were always the talk of the shows. Throughout his time on the modified scene, Mark owned various top quality sports cars including a Lotus Carlton, TT Supra, Sierra Cosworth and a MK2 Escort to name but a few.

As his cars were so admired, he was asked to perform in several live action events around the country, from small "Cruises" to national motor shows. It was at these shows that other drivers persuaded Mark to take part in a few track days.

His first track day was in 1997, with the Ford RS Owners Club, and was held at Nutts Corner. At these events, drivers would have to go as sideways as possible around the track. The screeching of the tyres would have the crowds going crazy for more.

After Mark realised how popular this could be, he and a few of his fellow drivers would privately hire tracks and practice at night time during the summer months. He would practice in many cars, with different engines and setups, including a GSI 24v Carlton, BMW M5, Subaru Legacy Turbo, Lexus Soarer and a Nissan 200 SX.

2004 seen the sport of drifting starting to take off, and with his ability to control a car never better, it was only right that Mark entered his first drift competition.

The rest, as they say, is history. Mark has never looked back and after narrowly missing out on several championship wins over the years, in 2009 he hit the jackpot and won the European Drift Championship.

skills and talents

With many years experience of motorsport behind him Mark both teaches, and participates in, a wide spectrum of disciplines, including:

- Rallying
- Drifting
- Race car tuition
- Advanced Police Pursuit tuition
- Defensive driving
- Model racing cars
- Stunt driving
- Exhibition driving

Drift Tuition

Mark's drift tuition programme is a 4 hour course, designed to give drivers experience in rear-wheel drive car control for both road and track scenarios.

The course is a 1-hour group introduction to rear-wheel drive cars, and drifting, before progressing to a 3-hour practical session, which sees Mark in the passenger seat alongside the pupil, giving them 1-on-1 tuition.

Live Action Stunt Shows

A high-speed, high-adrenaline, plethora of tyre-smoke, crowd pleasing display with precision control is the only way to describe Mark Luney's Live Action Stunt Shows.

Live Action Shows that Mark has driven at include:



- Autosport International
- Motor Sport Festival of Zaragoza
- Abu Dhabi Barbican Turbo Show
- BTCC - Brands Hatch
- A1GP – Brands Hatch
- British Superbikes - Knockhill
- STCC – Sturup, Sweden
- Scottish Modified Car Show
- Motorfair Scotland
- BHP Show – Lydden Hill

You can check out videos of Mark in action, both in competitions and demonstrations, by visiting his official website at www.sidewaysbuff.com or by going to YouTube and searching for Mark Luney/SidewaysBuff

exposure

With Mark driving at so many shows and competitions, lots of people get to see him in action. All these events are also rigourisly covered in international motoring magazines, and local press, and gives Marks sponsors great exposure. Below are the amount of people that came to see him in action at the Need for Speed European Drift Championship in 2009.

January	Autosport Show	NEC Live Demonstration	65000 Visitors (show)
April	Oulton Park Circuit	Round 1 (Modified Live)	6500 Visitors
May	Knockhill Circuit	Round 2	7200 Visitors (record)
May	Silverstone Circuit	Round 3	8100 Visitors
June	Brands Hatch Circuit	Round 4 (Modified Live)	6200 Visitors
October	Snetterton Circuit	Round 5 (Modified Live)	6800 Visitors (record)



Mark is currently seeking sponsorship and partnership opportunities for both competitions and exhibitions. If you are interested, and would like to know how you can become involved, either on small scale or grand scale, please contact Mark using the details below.

Drifting is a pure exhibition extreme motorsport, and the promotional and marketing potentials within it are astounding for new product launches, branding and awareness, product placement and just about everything else between, with powerful messages displayed throughout various active media, as well as the actual events themselves.

Mark will once again be competing in this championship in 2010 to defend his crown. The championship, which is invitational only, aims to be even bigger and better than last year.

He will also be competing in the JDM Drift Championship, which has similar visitor numbers, and is equally covered by the press.

Mark will also be taking part in several motor shows across the UK & Ireland.



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