



sponsor spotlight

Written by **Jessica Curry**

CIRCUIT of the **NORTHWEST**

If you are familiar with Brothers Powersports in Bremerton, then you have probably met Brian Nilsen, motorsports enthusiast and owner of Brothers, for the past 20 years. Located on 1st Street, Brothers is “a multiline motorcycle dealer for Indian Motorcycle, Honda, Yamaha, Sea-Doo motorcycles, dirt bikes, ATV’s, scooters, and UTV’s” that has been in business since 1949. “Our showroom offers a great selection of name brand apparel, parts and accessories.

Now, Brian has a new dream and it is becoming a reality. That dream starts with a group Brian and others have formed called Circuit of the Northwest (CNW). What this group intends to do – with the help of the community and cooperation of the Port of Bremerton – is to build a racetrack. As they say, build it and they will come. “I often thought that motorsports needed more of a presence in the NW since there are numerous collectors, racers, and advocates



Joel Cohen and Brian Nilsen

that would love a track facility to call home,” Brian tells us.

Once completed, the new facility will boast a 2.6-mile road course, and a clubhouse, along with facilities for education, entertainment, and car storage. And it’s already in the works. A ground-breaking ceremony took place last October for the 230-acre property that has been secured thanks to a 50-year lease with the Port of Bremerton.

“The past 5 plus years have been spent master planning and designing a facility where members would be able to drive their car 150 days per year, have storage options such as customized garages for their vehicles, enjoy a large clubhouse with amenities (such as a restaurant, lounge, and remote workspace), and also be able to participate in other activities such as karting or motocross,” describes Brian. Construction on the \$33 million project is scheduled to start this year.



Carter and Brian Nilsen



28,000 sq ft Clubhouse

Brian, who has experience working on a NASCAR pit crew, is understandably excited. “We want to grow motorsports in the NW region. With a private facility with exclusivity, CNW will not operate like the other tracks in Washington. CNW won’t prioritize club rentals and will rather hold select events and testing days.” says Joel Cohen of CNW. “A weekend may include a concert in our festival area after a track day, giving tremendous value to the membership.”

Becoming a founding member of the new track and facility is what local motorsports enthusiasts can do now to participate in CNW’s grand plan. “Our next and final step, before construction, is to build a Founder’s Group of 200 like-minded enthusiasts, using the partnerships that are in place,” Brian explains.

If you become a Founder, you will be privy to several perks that latecomers will not have, such as: 150 track days, use of the clubhouse, car storage options and priority for storage, and a below market value initiation fee. In addition, for those that become Founders, the CNW board will lock in annual dues for 10 years, and any Founders’ children up to the age of 30 will be able to enjoy the same amenities.

“I have been involved in motorsports my entire life and am excited to bring a premier, multi-use facility to the Pacific Northwest region. CNW will be a place to embrace and preserve the car culture. We are creating the ideal playground that enthusiasts may never want to leave.” No one can achieve a dream alone. And this dream is not just a dream for one person, but for the whole community. If you wish to be a part of this project from its early days, and feel a sense of investment and involvement, CNW is accepting applications and refundable deposits for Founders now at their website, circuitofthenorthwest.com. They also offer financing options.

“We want to treat this group very special,” Brian says. “These 200 Founders will in essence make the club happen and we want to reward them any way we can.”



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