

FEATURE: NITROUS ADM RACING



Ward (l) and Williams: Team co-founders

HOW NITROUS COMPETITIONS ADM IS AIMING TO BECOME THE UK'S NEXT BIG RACING TEAM

Richard Randle talks to David Williams and Gary Ward, the men behind the new GB3 and GB4 operation



Williams has a track record of success with his OMG Racing operation

A chance meeting in the Kimbolton karting paddock has led to the creation of a new team that will take on the GB3 and GB4 Championships this year. But could this new alliance grow to become one of the country's leading operations in junior single-seater racing?

That's the aim of Nitrous Competitions ADM Racing co-founders David Williams and Gary Ward, who are hoping that a blend of racing knowledge, business acumen and raw passion for the sport will prove an unbeatable combination.

Both men are no stranger to success, with Williams heading up the team that won both the teams and riders' titles in last year's British Superbike Championship, while Ward steered Arden Motorsport to piles of silverware at the turn of the decade.

Yet, just over a year ago, almost none of this existed. Ward was

preparing to run just a single entry for Jason Pribyl in GB4 from a small workshop in Brackley, while also running a few historic cars at selected events, and Williams was effectively an amateur racer at national level.

But with his Nitrous Competitions website generating a sizable income, Williams took title sponsorship of British Superbike squad OMG Racing before the 2025 season began, and shortly afterwards, full ownership. Nitrous Competitions is a portal where customers buy raffle tickets and can win anything from an iPad to a supercar.

Now, after Williams became a customer of Ward's paddock karting shop, effectively a side project to

the GB4 operation, the two have combined, and will field multiple cars in both GB3 and GB4 in 2026.

How it started

"I'm obviously a massive fan of motorsport of all kinds," states Williams, "and I was racing F1000 cars. Karting was a bit brutal for me. I was looking for something a bit more comfortable and I came across F1000."

"I also wanted to get into GB4 as a team owner, and Mittell Cars were running my F1000. I was in discussions with them to try and get into GB4 but it didn't materialise, so I thought that was the end of it."

Williams' son Joseph has started karting at a junior level, and therefore most spare weekends are spent in karting paddocks, which is where Ward's paddock shop enters the scene.

"I was bumping into Gary every now and then at Kimbolton, and I noticed he had GB4 stickers on the side of his sales van. I started speaking to him about it, and I found out that he was running Jason in GB4, and so I asked Gary if he was interested in having an investor or partner."

Ward picks up the story: "We have



Gary Ward has tamed Goodwood

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Ward has his own racing heritage

lots of customers come on during events, David came onboard and we were chatting away. He told us he was getting a superbike team, and we were like 'yeah, yeah, we have these people all day!'

"But we realised he was serious, we hit it off, but then we heard the announcement that he'd taken over OMG Racing in BSB. I thought that was us done again, the dream was almost there. But then David walked back onto the van the next day and said 'right, you're next!'"

Williams adds: "We just hit it off straight away didn't we? Gary was interested in me coming onboard, and we've been able to buy all the cars and everything else, and just support it financially to get us where we are today. It was just a match made in heaven from out of nowhere."

ADM's GB4 debut

Before the deal with Williams was announced, Ward's ADM squad contested a full season of GB4 with Pribyl, with a high point coming at the first Silverstone rounds in April. The

American driver could well have won the final race, but the smallest of mistakes at Club corner allowed championship contender Dan Guinard through into the lead and eventual victory, leaving Pribyl to settle for second.

A challenging year followed, with Pribyl mixing with the midfield and occasionally breaking into the top 10, but without the arrival of Williams, the future prospects for ADM were bleak. "It was

"It was a match made in heaven out of nowhere"

David Williams

very stressful" says Ward. "We were on a very tight budget with Jason last year, but it was great to get back into it again.

"But I know for a fact that if we hadn't met David, that would have been it, it would have been finished. I did a lot of classic restoration but there's no serious living. It's lovely to have my Formula 3 car in there and do that sort of work, but some of the guys in historics only get to race once or twice a year, so you never make a living out of it, and ADM would have been no longer.

"We'd have continued on with the karting shop and everything else, but the team would have stopped.

"I think Mr Horner [Arden owner Garry] knew about this and he kept badgering me to go back, and still kept on even to the final meeting last year. I eventually had to come clean and say no."

Williams and Nitrous

Running a racing team isn't cheap, as we all know. But Williams is in charge of the most successful British Superbike team across the past two seasons, and

with Ward, has now taken ownership of up to six cars across GB3 and GB4.

Serious finances are required to keep on top of all that, but thanks to his Nitrous Competitions, Williams is able to bring a serious amount of finance to the new alliance.

"I had £18,000 saved up for a deposit on a house that we were renting, so this money was quite important for us to get onto the property ladder," Williams recalls. "I ended up chucking that money into a website, which my partner wasn't very happy with at the time!

"When the site went live, it wasn't doing very well, it was 2018 and it was a new concept. There was only one other company out there doing it at the time, which was BOTB, who were in the airports and that kind of thing.

"Then I noticed a guy on Facebook doing a similar thing with motocross bikes, but he was doing it using the lottery numbers to draw a winner. It's funny because I said at the time that I could really use him on my team, because he's doing what I'm doing,

but he hasn't got a website or anything else like that. The thing is, he had a page with 200,000 followers on it.

"Funnily enough, he messaged me the very next day and said 'You need me on your team, mate!' I contacted him, luckily we were from the same area, Leicester, and we met up at Hollywood Bowl and we had a little chat over a pint.

"I gave him 50% of the company, brought him on as director, we agreed and we signed on the dotted line. Same thing as what I've done with Gary, 50-50 all the way.

"Although there was a lot of hard work involved it absolutely just boomed. I wouldn't say an overnight success, but in relative terms to some businesses you could say it was. Some businesses take five years to really start making money, this started generating money after about six months to a year, and after a year went by it started making a considerable amount of money.

"It just went really big when Covid came in, and obviously all the betting

Photos: Nitrous ADM Racing



The team has moved to an impressive new base



Caitlyn McDaniel (c) has signed up for ADM

shops shut down. Before, we had been doing around about £80,000 a week in sales and when Covid hit, overnight we went from £80,000 to about £650,000 per week.

"It lasted for quite a while until everything opened up again and then it slowly come back down. But it didn't actually go back down to £80k, it sort of stuck at around £250k a week. So you can imagine, I was a lorry driver six months before this, but I quickly gave up my lorry driving job, as there was no point!

"It's been hard work, there's been sleepless nights, and we've had people that have let us down, but we are where we are. It's brought me to a point where the BSB team is actually funded by Nitrous Competitions, and Nitrous ADM is funded by myself. I've chucked my own personal money into it."

The grand plans

Ward's initial premises for ADM in Brackley have been vacated, and

Ward's paddock shop business has been sold. The newly titled Nitrous Competitions ADM Racing team has now moved into an impressive new unit near Northampton featuring a plush boardroom, race bays, and smart office space, with a bespoke simulator room and gym soon to follow.

"I've always wanted a team of my own, but for David to come onboard and actually put up the collateral to get us going is just an absolute dream," Ward enthuses. "We're pushing so hard for this, we've got a lot of interest, fantastic facilities now, which are only going to grow, it's getting better and better all the time."

Becoming a major player in British single-seater racing is now on their radar. "We want to be established as one of the best teams in the UK," Ward continues. "With David behind us and pushing with the BSB team, that's a mega partner for us."

"We want to be with the Hitechs and Rodins of this world, and there's no reason why we can't be. We now have

the facilities to go forward with that, the infrastructure is building and there's no reason why we can't be as good as them at all. We want to win, and I won't be finishing low again in the team's championship now that I've got two drivers!"

With Lando Norris becoming the first F1 World champion to have raced in GB3 (he won four races in BRDC British F3 in 2016), the co-owners are hoping that champions of the future will emerge from the Nitrous ADM fold.

"It'd be great to say that they started with us and made it all the way," says Ward. "We'd love a driver to come through here. With my experience I can advise them as well, all the way to the top, hopefully."

Williams concurs: "I think the sky's the limit with it. Gary's got a wealth of knowledge in building teams and has been in the sport for years and years, but has been let down a few times. He's got a partner in me that is backing him 100% and I think we can take this to really high levels." ■

WHY GB3 AND GB4?

The highly competitive GB3 and GB4 single-seater categories stood out to Gary Ward as the perfect place for his fledgling team to learn the ropes.

Ward explains: "From when I was running my own smaller team in British F4, I only wanted to do GB4 because I knew the rules were covered in the new engines, and that's where I was comfortable."

"GB4 has great circuits in the UK, great for the juniors to cut their teeth in it. It's a great championship to learn in for sensible money."

"And GB3 is amazing, it's a dream for us to get into GB3 again."

"GB3 is a dream come true" adds co-owner David Williams. "I've been a fan of F1 since I was 14, and the cars look just like F1 cars with the DRS, halo. It's the aura they give, the racing is competitive and these guys are good, they really are good. They've had all the years of karting, learning their craft, and I just think it's great to be a part of."

Ward's protegee Pribyl will step up to GB3 with the team, with another GB4 front-runner expected to join, while sophomore Caitlyn McDaniel is the first confirmed GB4 signing, with a podium finisher from the series also set to race for the alliance.



There will be twin programmes in GB4 (above) and also in GB3

WHO IS DAVID WILLIAMS?

A former lorry driver from Leicester, David Williams is one of the early pioneers of online competition portals, setting up Nitrous Competitions in 2018 with £18,000 he'd put aside for a house deposit.

Generating money after six months, Williams' venture hit the big time during the Covid pandemic, peaking with sales of £650,000 a week. The lorry job was swiftly put aside as Nitrous Competitions became a full-time project, and he's not looked back since.

A racer himself, Williams has raced karts, F1000 single-seaters and currently competes with



two wheels in the National Superstock Championship on the British Superbike undercard.

His motorsport involvement kicked up another gear at the start of 2025, when Nitrous Competitions became the title sponsor of the championship-winning OMG Racing team in British Superbikes, and took full ownership of the squad just a few weeks later.

After winning the title again in 2025 with Yamaha machinery, courtesy of Kyle Ryde, the team switches to Ducati bikes for this year, with the services of Ryde and race-winner Glenn Irwin retained.

WHO IS GARY WARD?

A man with massive experience of both racing and running teams, Gary Ward reached Formula 3000 level in his own junior career, and competed against Formula 1 World champions Damon Hill and Mika Hakkinen as he climbed the ranks.

Switching to team management, Ward entered the GW Racing team into the 2017 British F4 Championship before heading up Arden Motorsport's operations in F4, and what was then the BRDC British F3 Championship.

Ward has played a major role in the development of a number



of young drivers, notably carving the rough edges off a young Roman Billinski who will race in F2 next year. Until recently, he ran a karting supplies shop at the key British championship events, which is where the connection was made

with Williams, whose young son Joseph is currently competing.

Ward's ADM team made its GB4 debut with Jason Pribyl last year, and were podium finishers.

Gary still drives today, and has piloted a number of monstrous classic F1 cars from the 1980s and 1990s up the hill at the Goodwood Festival of Speed.