

FOR IMMEDIATE RELEASE

MedTag Partners with Champion Racing Driver Calum Lockie as Brand Ambassador for MedTag for Motorsports

Glasgow, UK – April 30, 2025 – VersaTag, a leading provider of innovative medical identification solutions, is thrilled to announce a dynamic partnership with professional racing driver and British GT Champion Calum Lockie as the Brand Ambassador for its MedTag for Motorsports product. This collaboration underscores MedTag's commitment to enhancing safety in motorsports while aligning with a motorsport legend whose career embodies excellence, resilience, and precision.

A Storied Career in Motorsports

Calum, a Scottish racing icon, brings over 25 years of experience and more than 4,000 days on the track to this partnership. A Grade A ARDS and MSA-licensed coach, Lockie has competed in an impressive range of vehicles, from vintage cars to single-seaters, saloons, historic touring cars, and Radicals. His crowning achievement came in 2000 when he clinched the British GT Championship in a 700 bhp Marcos Mantara alongside Cor Euser. Lockie is also a multiple British Endurance Champion and an FIA Historic Sportscar Champion. In 2004, he made history by competing at Le Mans in the first-ever diesel-powered Sports Prototype LMP1 car. With 17 24-hour races under his belt, including Le Mans, Daytona, Nürburgring, Zolder, and Silverstone, Lockie's expertise and passion for motorsports make him the perfect ambassador for MedTag.

Beyond racing, Calum is a respected driver coach and director of Goldtrack, a premier track day organizer in the UK, where he shares his knowledge with enthusiasts and professionals alike. His extensive career and dedication to the sport align seamlessly with MedTag's mission to prioritize safety and performance in motorsports.

MedTag for Motorsports: Safety at Speed

The MedTag for Motorsports product is a cutting-edge medical identification solution designed specifically for the high-risk environment of motorsport racing. Worn as a durable, lightweight tag, it provides instant access to critical medical information, such as allergies, medical conditions, and emergency contacts, ensuring first responders can make informed decisions in the event of an incident. Engineered to withstand the extreme conditions of racing, MedTag for Motorsports integrates seamlessly into race gear, offering peace of mind to drivers, teams, and event organizers. (<https://www.medtag.co.uk/motor-sports/>)

A Partnership Built on Trust and Excellence

"We are absolutely delighted to welcome Calum Lockie as our Brand Ambassador for MedTag for Motorsports," said Paul McClure, Director at VersaTag. "Calum's remarkable career and deep understanding of the demands of motorsports make him an ideal partner to champion our mission of enhancing safety on the track. His endorsement of MedTag for Motorsports underscores the product's reliability and importance in the racing world."

Calum shared his enthusiasm for the partnership, stating, "I'm proud to partner with MedTag to promote a product that prioritizes driver safety without compromising performance. In motorsports, every second counts, and MedTag for Motorsports ensures that critical medical information is accessible instantly, giving drivers and teams confidence on the track. I look forward to showcasing this game-changing product to the motorsport community."

Looking Ahead

This partnership marks an exciting chapter for MedTag as it continues to innovate in the motorsport safety space. With Calum's support, MedTag aims to raise awareness of the MedTag for Motorsports product across racing circuits, teams, and events worldwide, reinforcing its commitment to protecting drivers at every level of the sport.

For more information about MedTag for Motorsports, visit <https://www.medtag.co.uk/motor-sports/>. To learn more about Calum's career and coaching services, visit <https://www.calumlockie.co.uk> and <https://www.goldtrack.co.uk>

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About VersaTag

VersaTag is a UK-based company dedicated to providing innovative solutions for individuals and businesses across various sectors. With a focus on safety, durability, and accessibility, the MedTag product empowers users to live confidently while ensuring critical medical information is available when it matters most.

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