The Thermal Club Kicks Off New Season With Newly Remodeled Track, 5th Racetrack Planned and Second Ferrari Challenge

Thermal, the 487-acre, named the world's best motorsports facility 6 years ago, allows residents to drive straight from their garages onto the track


The Thermal Club Race Track

THERMAL, CA, UNITED STATES, September 7, 2026 /EINPresswire.com/ -- The Thermal Club will open its new racing season on October 8, following a full remodel of one of its four racetracks, as the 487-acre Coachella Valley community continues to expand one of the only private developments in the country where residents live directly on an active racetrack.
The concept departs from the traditional country club model built around golf and tennis, offering instead a membership centered on motorsports, with manufacturer-run BMW driving programs on-site.

> We got an award for the best motorsports facility in the world, and we've continued to build since then. It's like a private country club for golf or tennis, but not everyone plays either."
>
> *TIM ROGERS, CEO & FOUNDER, THE THERMAL CLUB*

The club hosted a championship-points INDYCAR race in 2025, drawing national attention to the property.
What began as a single track has grown into a four-racetrack complex, with a fifth track planned for 2027 and a partnership with an additional car manufacturer in the pipeline, according to the club.

The growth extends beyond the racetrack. The Thermal Club operates three on-site restaurants, The View, The Tower and Aqua, staffed by chefs who have worked in three-Michelin-star restaurants around the world. The Tower is now undergoing a state-of-the-art expansion called The Green Room, which will add 68 seats to

accommodate the club's growing membership. Additional spec homes are also under construction to meet demand from new members and prospective buyers arriving with the new season.

The club's on-site hotel offers 48 casitas, a fully equipped gym, a spa, separate family and adult pools, a tennis court, and a go-kart track for children, rounding out the amenities available to members and their guests.

The concept was the vision of Tim Rogers, a longtime Southern California entrepreneur who set out to build something the traditional country club could not offer and has since become known in the region for staking the entire project on the idea.

The upcoming season will also mark the second consecutive year that The Thermal Club has hosted the Ferrari Challenge, continuing its role as a stop on Ferrari's global one-make racing series.

Since receiving its best-motorsports-facility honor, the club has continued to grow. Membership initiation fees have climbed from $85,000 at opening to $400,000 today, with home lots starting around $2 million and monthly dues of $3,200. Approximately 210 members now belong to the club, and the $375 million development was completed without outside financing or bank loans.

THERMAL

The Thermal Club Logo



Thermal remodeled track



Thermal Club Green Room

“This is a racetrack. We got an award for the best motorsports facility in the world, and we’ve

continued to build since then. It’s like a private country club for golf or tennis, but not everyone plays golf and tennis.”
TIM ROGERS, CEO & FOUNDER, THE THERMAL CLUB


Tim Rogers, CEO & Founder
The Thermal Club

The property's growth has also supported the local economy, with roughly 130 employees at the racetrack and an estimated 600 family members dependent on those jobs. An on-site construction crew has built an estimated 90 to 95 percent of the homes and structures on the property, and members who have bought property at the club describe a tight-knit community built around the racetrack. Rogers has said the company runs without a traditional board of directors, treating its workforce as an extension of the family behind the project.

“We have no board of directors, and I just feel the employees are family. We’ve got about 130 employees here at the track, and their families: it’s probably 600 that are dependent on them having a job.”
TIM ROGERS, CEO & FOUNDER, THE THERMAL CLUB

“How cool is it that you have a house on the racetrack? You open your garage, you take the car, and you literally come here. Our employees are white glove: they’ll come pick it up, gas it, wash it, and have it ready for you.”
JAIME JUNE, THERMAL CLUB MEMBER

“Thermal is Tim Rogers. Tim Rogers is Thermal.”
TIM HYDE, THERMAL CLUB MEMBER

With a newly remodeled track ready for the October 8 season opener, a fifth racetrack planned for 2027, a new manufacturer partnership in the works, and The Green Room expanding the club's dining experience, The Thermal Club shows no signs of slowing down. Media interested in touring the property, covering the season opener, or speaking with Tim Rogers are invited to contact the club's public relations agency using the information below.

About The Thermal Club
The Thermal Club is a 487-acre private motorsports community in Thermal, California, in the Coachella Valley, founded by entrepreneur Tim Rogers and developed without outside financing. Named the best motorsports facility in the world, the club features four racetracks, with a fifth planned for 2027, and serves as a base for BMW’s manufacturer driving programs, with an additional manufacturer partnership in the pipeline. The club hosts the Ferrari Challenge and hosted a championship-points INDYCAR race in 2025, and has grown to approximately 210 members since opening.

Andrea Gomez
Andrea Gomez Communication LLC
+ +1 832-858-5850
andrea@andreagomez.tv
Visit us on social media:
Instagram
Facebook
YouTube

This press release can be viewed online at: https://www.einpresswire.com/article/940411769

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.