

The Turner Taco Tee Story

When you see the team on track or working on the car in the paddock, Turner Motorsports is one of the most focused race teams in the IMSA series, and they prove it with victories.

The story behind this Taco Tee is one that is unique and totally Turner Motorsports.

We were a “sponsorless” race team before the race at Lime Rock Park in 2017. Deciding to try something new to create some buzz, we replaced the word TURNER on one side of the car with TACOS. It was this creative “thinking outside the box” genius that got us the attention we were looking for, and people still ask us about it today! Although we don’t have a taco sponsor yet, we’re always on the lookout for an opportunity (hint, hint). What started out as kind of a joke because we seemed to frequent Mexican restaurants back in the early days has turned into a signature part of the Turner Motorsport team today! Specifically our love and quest for the elusive “perfect taco.”

This new Sequel Taco Tee features a design that takes place in a perfect race-day setting. As the #96 car crosses over the finish line in P-1!

Original Design



The Sequel



Q&A with Will Turner, owner of Turner Motorsports

Welcome, race fans, to another Official Paddock Gear (OPG) web interview. We at OPG interview our team’s drivers and team owner, to get their unique stories, plus we get their take on their favorite team fan apparel items.

*Nick: Thank you for taking the time to talk with us, Will.

**Will T: Hi, Nick! Good to hear you. Great to chat with you at Sebring as well. Man, you guys were busy with shopping fans. Your trackside IMSA teams merchandise set-up looks great! The Sequel Taco Tee...well...it looks awesome!

*Nick: Things have been going great trackside with our IMSA teams under the Official Paddock Gear branding. Also, many exciting things happening as we add major manufacturer and team branding to our already strong IMSA presence.

**Will: I have gathered some common questions coming from your ever-growing race team fan base.

*Nick: Pedal to the metal...let’s roll with our interview with Will Turner.

*We, as fans, love the 1st and 2nd gen Taco Tee, Will. What is your favorite part(s) of the new Turner Taco Tee design, which has the look of serious Turner Motorsports racing, blended in with a touch of comedy?

**Got to say, I love the whole thing. The image embraces a lot of our core values (laughs out loud): Racing – Tacos – Fun – Party!

*Are you going run the taco livery on the car this year at Lime Rock or Watkins Glen as you did in the past? What has been the fan reaction as well?

**For sure, the taco livery will be back! Everyone loves it. For sure it’s a conversation piece.

*When is the best time and place for us as fans to get our Taco Tees autographed by you, Will, along with the artist of the tee design?

**That's easy – just head to our transporter and ask for me. I enjoy meeting fans and especially fans that are supporting the team!

*How did you find the artist for these creative Taco Tee designs?

**Obviously the artist is a direct descendant of a famous Spanish impressionist and I had to go far and wide to seek him out.

*Will, where have you found your favorite taco place on the road during the IMSA schedule? What was it about those tacos that made them your current favorite go-to taco stop?

**I have to say that recently “taco-mania” has taken over a lot of towns where we go racing. I don't have a favorite; as long as the taco is on corn and doesn't have cheese, it's a winner.

*Have you considered opening a taco place of your own and calling it Turners Tacos, or a taco truck or stand in the IMSA food vending area?

**Yes, we speak about it all the time. Turner Tacos has a ring to it, right?

*That would be awesome, Will. I would be first in line!

*What was IMSA reaction when you first said “I am running a taco livery”? Do you use a taco logo on the lollipop/pit board sign you have in pit lane for where the car is to stop?

**I don't remember what IMSA's reaction was. I think a few giggles from the IMSA marketing department.

**We are working on a few more taco introductions this season. We have something awesome planned for Petite Le Mans 2019.

*When you have some downtime at home, Will, what recipe do you like to follow for you and your family, when making your own tacos at home? Also what do you like for cuisine when you're not in the mood for tacos?

**At home , I am all about the turkey tacos...on fresh corn with plenty of hot sauce. It seems like they're healthy because they're turkey. So I can eat a dozen or so.

**Wait, not in the mood for tacos? Doesn't happen.

*I'll throw in the recipe link for your fans.

**Cool!

*When we as fans walk the IMSA paddock and stop by your transporter, do you ever have a fan-friendly time, where we can get free tacos or a “tech talk and tacos” day?

**I am always willing to take time out for our fans. I am honored to have fans!

*What does the rest of the race team think of your quest to find the perfect taco?

**Most of my team is good with it. Occasionally one of the mechanics is grumpy and won't approve of a taco-related task – but – that's because he hasn't come to terms with his inner Mexican yet.

*Do you think you will run one of these years at Le Mans with the taco livery?

** Ha! It's not out of the question.

*Hi, Will. We met a few times at Lime Rock Park. I have been a fan since your M-3 days. I love my first gen Taco Tee, and even better The Sequel. I get so many compliments and people love to look at the shirt and find the hidden stuff in the art. It really gives people a great laugh as well. Question. I see on the Turner Taco store on the pillars “ Cinco de Race-O.” Funny stuff there, Will. How does a top race team manager and taco aficionado celebrate Cinco de Race-O or Cinco de Mayo?

**Thanks for being so observant. Depending on when the 5th lands – there is usually some tequila in my plans!

*Besides your current M-6, what is your personnel favorite BMW off the track? Also do you have a car collection?

**Got to say that I love the new M5, and the Alpina B7 is a close second.

**I don't really have a car collection. I own a few BMWs, but nothing super exciting. All my resources really go back into the race team.

*Thank you again for talking with us, Will. It was a great time. See you in the racing paddock, as we sell the Turner Taco Tees!