



## PARTNER CASE STUDY



# MiX Telematics remains reliable partner for the British Truck Racing Association

## Racing towards safety and fair play

Truck racing has captured the imagination of racing enthusiasts since the 70s. In 1984, the British Truck Racing Association (BTRA) was founded to serve as the governing body for races within the UK. They organise one of the biggest categories in the UK, the British Truck Racing Association Championship, with machines weighing in at more than five tonnes and producing in excess of 1000bhp.

MiX Telematics has been a long-standing supporter of BTRA in helping them maintain high safety and compliance standards within their races. Trucks participating in BTRA events are fitted with MiX Fleet Manager, MiX Telematics' solution for speed monitoring. In addition, the professional services of Senior Fleet Consultant and certified judge Sue Kairies have been provided to ensure that all race results are fair and accurate at all times.

FAST FACTS	CUSTOMER	British Truck Racing Association
	REGION	UK
	BUSINESS	Truck racing
	TOTAL FLEET SIZE	30
	CONNECTED VEHICLES	30
	VEHICLE TYPES	Racing trucks
	PARTNER SINCE	2010
	SUBSCRIPTION	MiX Fleet Manager
	AIMS	Accurate truck speed measurement during races, on-board alerts and professional consultancy
	RESULTS	Increased compliance with BTRA rules
WEBSITE	<a href="http://www.btra.co.uk">www.btra.co.uk</a>	





# RESULTS

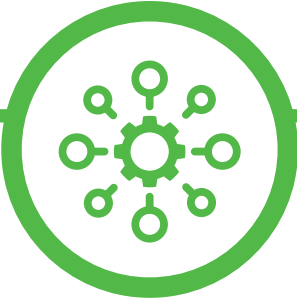
## Meeting high safety standards

As part of BTRA mandate, a regulation system that accurately monitors speed has to be installed in all trucks participating in races. MiX Telematics provided MiX Fleet Manager to BTRA for this exact purpose.

Speed monitoring is mandatory as it can affect the outcome of a race. If a truck's speed exceeds 160 km/h for more than 0.75 seconds in Division 1 or more than 2.75 seconds in Division 2, then it will result in a penalty in the form of a points deduction or even a disqualification.

The MiX Fleet Manager solution also provides on-board alerts for each truck driver during a race. An alert notifies the driver as soon as they exceed the speed limit. They then have the opportunity to correct this by slowing down. However, if they continue to exceed the speed limit, another alert is given, and race judges can use this information to assign penalties where needed.

Alongside the data that MiX Fleet Manager provides, the services of MiX Telematics' Sue Kairies are invaluable to BTRA. She acts as the BTRA's Judge in Fact of Speed. Sue provides the on-site support BTRA needs in order to enforce its compulsory speed limit and settle any disputes. Her extensive knowledge of the MiX Fleet Manager solution as well as BTRA's racing standards ensures that races are safe at all times and that participants are treated fairly.



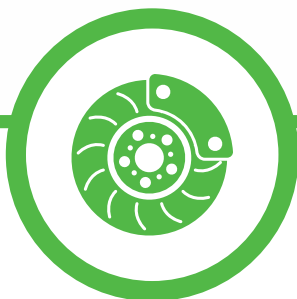
**Division 2:  
Production-based  
machines**

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Don't exceed 160km/h for  
more than 2.75 seconds

## MiX Fleet Manager

Accurate speed monitoring and compliance solution for British Truck Racing Association Championship



**Division 1:  
Advanced machines with  
bespoke braking and  
suspension systems**

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Don't exceed 160km/h for  
more than 0.75 seconds

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The BTRA are extremely pleased to continue the long-standing partnership with MiX Telematics to supply speed control equipment for our MV Commercial British Truck Association Championship in 2019. Accuracy and reliability is essential to us, and the MiX product delivers this to us in our fast-moving race environment.”

Steve Home, Chairman, British Truck Racing Association

## About MiX Telematics

MiX Telematics is a leading global provider of fleet and mobile asset management solutions delivered as Software-as-a-Service, or SaaS, to customers in over 120 countries. The company's products and services provide enterprise fleets, small fleets and consumers with solutions for efficiency, safety, compliance and security.

