



IMPROVE SCHEDULING RAIN ONLINE CONSULTING PATENTED TOOLS MOBILE INFORMATION APPLICATION RATES FROST EVAPOTRANSPIRATION PROTECT PEOPLE LOCATION BASED ICE CUSTOM ALERTS WIND SPEED REAL-TIME LIGHTNING MAXIMIZE RESOURCES HEAT INDEX WARNINGS MAP LAYERING SPRAY EVENT PLANNING HUMIDITY

# MXVISION WEATHERSENTRY ONLINE®

CASE STUDY

## CHAMPION RACING — AUDI SPORT NORTH AMERICA

POMPAÑO BEACH, FLORIDA

Champion Racing has made a name for itself as one of the top “racing teams” in the world. Established in 1994, the 40-strong team has proven its mettle against some of the best in racing.

Champion Racing together with engineers from AUDI AG are building up the team Audi Sport North America. They compete in the American Le Mans Series, which is modeled after the 24 hours of LeMans. The team runs two cars, participating in 12 races a year — regardless of weather conditions.

### THE CHALLENGE

The main weather challenges that the team regularly face are temperature, wind, and rain. Conditions are a constant concern — not only on practice, qualifying, and race days — but for set-up and tear-down as well.

“We utilize a lot of valuable equipment that we do not want getting wet,” says Mike Peters, director of race operations for Champion Racing — who supports the Audi Sport North America team.

If it is raining on the day of set-up, their crew needs to be prepared to deploy large, 70-foot by 21-foot canopies to protect sensitive equipment. In addition, the windy conditions require them to secure the canopies so they do not blow away.

During race days or qualifying and practice sessions, Peters and his team monitor changing weather conditions. Whether track conditions are wet or dry determine the kinds of tires used. Even after rain dries, precipitation is still a “factor” as it may have changed the surface grip by washing away the rubber already laid down by tires.

The team also monitors both track surface temperature and ambient temperature during a race —both affect how the tires grip. Wind speed is also factored in to determine whether a car is running fast or slow — for example a tail wind will cause the car to appear to run faster than it really is.

### THE DTN/METEORLOGIX SOLUTION

Champion Racing chose the MxVision WeatherSentry Online® *Turf Edition* Professional package from DTN/Meteorlogix. The package provides the Internet-delivered weather management service plus enhanced capabilities including, MxVision WeatherSentry Mobile, MxVision Weather Information Notification System® (WINS), Lightning Manager®, Alert Manager®, and access to a meteorological consulting forum — plus added licences for additional users.



MxVision WeatherSentry Online *Turf Edition* is a real-time, Internet-delivered solution designed to help users stay on top of changing weather conditions that can impact operational decisions and personal safety for sports and recreation.

MxVision WINS delivers instant, personalized weather alerts on any e-mail compatible cell phone, PDA, pager, or P.C. The solution constantly monitors user-specified weather parameters at the user's chosen location, 24 hours a day, allowing him or her to focus on other duties.

Alert Manager notifies Peters and team of significant weather changes within their chosen coverage area. This customizable, safety-focused tool can also sound alarms for changes to weather conditions like wind speed, or when the National Weather Service issues a watch, warning, or advisory.

Lightning Manager gives reliable, advance warning to dangerous weather conditions by using real-time lightning data — not predictions that can lead to false alarms or delayed reporting after deadly lightning has already struck.

The online consulting forum allows users to receive the answers they need to keep their operations running smoothly. It lets them ask weather-related questions to one of DTN/Meteorlogix's professional meteorologists, any time of the day or night, and receive personalized answers.

## THE CLIENT'S VIEW

“The precipitation forecasts are an integral part of our racing strategy. They let us know when to pit for rain tires, and when to change back to slick tires when the track has dried.”

Mike Peters, director of race operations, Champion Racing

## RESULTS

The Audi Sport North America team religiously relies on MxVision WeatherSentry Online *Turf Edition's* PrecipTimer® and highly local hourly forecast on the day of a race. The patented PrecipTimer technology lets them know when rain will start and how long it will last. The team can also set alarms for light, moderate, or heavy precipitation for advance warning to changing conditions well before the rain begins.

The detailed local forecasts are available for nearly 2500 locations — which helps the team for their racing season. The Audi Sport North America team appreciates the ability to change locations on their system, as they compete in a dozen different races across the United States and Canada each year. The forecasts are based on advanced model data technology and managed by experienced DTN/Meteorlogix meteorologists 24 hours a day.

Because of its Internet delivery, the system's portability is critical to the team. Their laptop, located in the pit, is the team's lifeline to constantly changing, critical weather information.

*DTN/Meteorlogix, DTN's brand of commercial weather services, delivers industry-specific weather management capabilities for its customers to manage business risks, maximize personal safety and minimize financial loss.*

*DTN/Meteorlogix is the official forecaster of the PGA TOUR and Champions Tour.*

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