



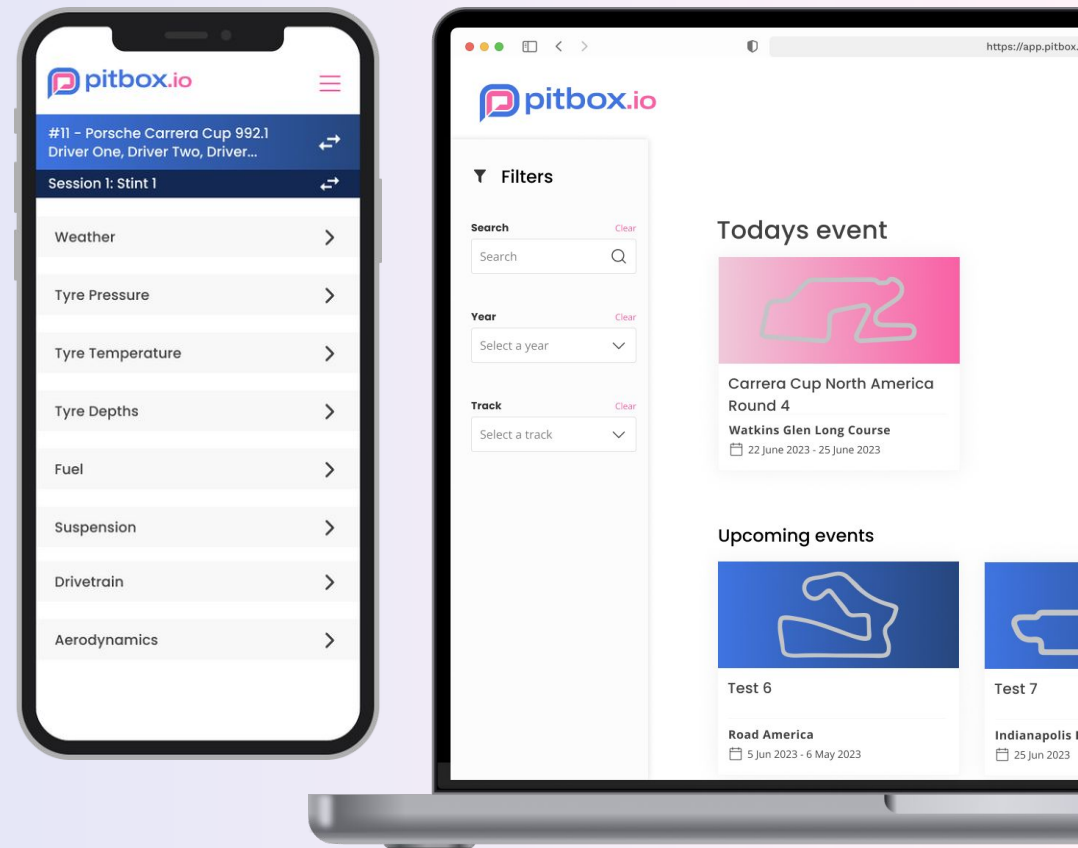
**the new way to go racing**

# Changing the way teams go racing

pitbox.io is taking race team operations to the next level across the globe.

The ways of the past with spreadsheets, email, WhatsApp, and gut feel are over.

pitbox.io uses enterprise-grade technology to capture, store, and analyse your team's data in a secure way to simplify the way you go racing.



# Making life easier so you can focus on what matters



Capture, analyse, and review driver feedback between coaches, engineers, and team principals

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Automate your tyre bank to accurately and efficiently control tyre inventory

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Inform mechanics with instructions on car setup changes in an error-free way

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Store, compare, and review car setups in a consistent accessible way

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Secure your data and information controlling who has access to the information




Access your data 24/7, anywhere, anytime. Your data is secured and controlled by you

# Remove human error


Eliminate mistakes and errors from pen and paper, post-it notes, and spreadsheets. Capture and review your team's data in real-time.

Front		Session 1: Stint 1			Copy →	Session 1: Stint 1	
EDIT	CHANGE LIST	LEFT	FRONT	RIGHT		LEFT	FRONT
			B-124				B
Shock Number							
Corner Weight (kg)		400		400		400	
Ride Height (mm)		70		69		69	
Toe (mm)		-3		-3		-2	
Camber (°)		-4.5		-4.5		-4.5	



North America


Apr 2022



Carrera Cup North America Round 2

Long Beach

31 Mar 2022 - 3 Apr 2022



Test 5

Sebring International Raceway

16 Mar 2022 - 19 Mar 2022

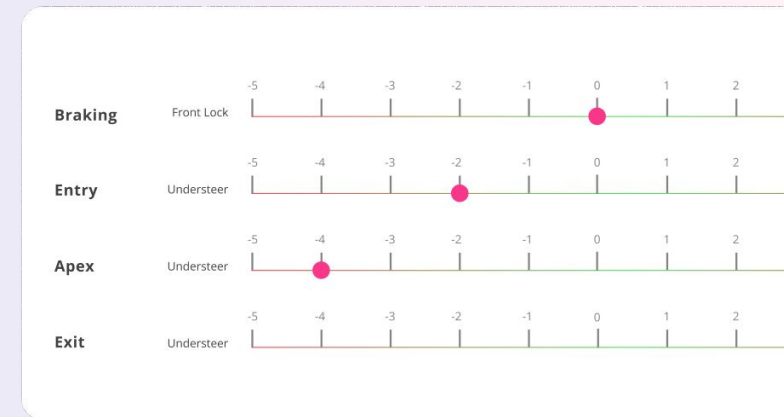
[Show more](#)

# Utilise historical data

Access historical race data anytime, enabling data comparisons from previous events at the track.

# Efficient race operations

Drivers, engineers, mechanics, and tyre technicians can access and collaborate with their team data on demand, and in real-time. No need for transferring information from paper.



Team Member Roles

First Name	Last Name
John	Doe
Email Address: john.doe@pitbox.io	

Select Roles

- ☐ Team Principal
- ☐ Race Engineer
- ☐ Data Engineer
- ☒ Driver Coach - Team
- ☒ Driver
- ☐ Driver Coach - Personal
- ☐ Chief Mechanic
- ☐ Mechanic
- ☐ Tyre Technician

Are you sure you want to remove this user?

Remove

Save

# Protect your team's data

The data you collect at every test and race session, year after year, is your competitive advantage - don't risk losing it. Control the data each team member has access to without the unnecessary sharing of information.

# Work smarter, not harder

## Using older technology puts your competitive advantage at risk

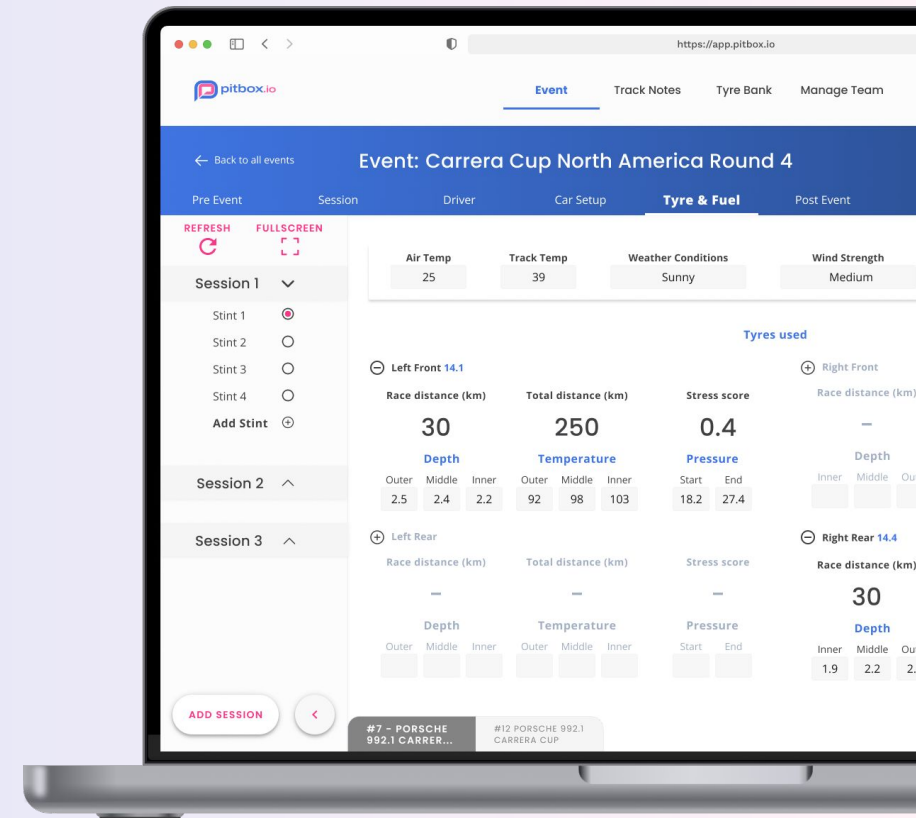
- ✗ Spreadsheets are clunky to work with data is hard to search and correlate
- ✗ Setup sheets, track maps, driver notes, and feedback are easily lost and forgotten
- ✗ Paper and files hide important session-by-session trends that are often unidentified
- ✗ Messages and decisions between race team members get lost on phones and chat
- ✗ USB drives pose a risk of data theft when shared around the team and paddock
- ✗ Post-it notes and illegible writing lead to mistakes and errors in communication
- ✗ Lack of control in data access and sharing by fly-in, fly-out workforce (e.g. contractors)
- ✗ Driver coaches and support staff miss out on critical information when time is critical



# Work smarter, not harder

Streamline your race team operations with pitbox.io

- ✓ Simple and easy-to-understand user interface
- ✓ All your information, data, and knowledge base on one system
- ✓ Always accessible - enterprise-grade and highly secure technology
- ✓ Control who has access to and uses your team's data
- ✓ Recall, compare, analyse, and correlate every lap your team completes
- ✓ Fast search tools to find your current and historical data
- ✓ Make your team efficient on and off the track. More time available to you means more time to make better decisions to find performance





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McElrea Racing gathers large amounts of data every time we are at the race track. This is our intellectual property, our competitive advantage, and pitbox.io looks after all of it in an efficient and secure way.

- **Andy McElrea, Team Principal McElrea Racing**  
*Porsche Carrera Cup North America*

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# Understand the bigger picture

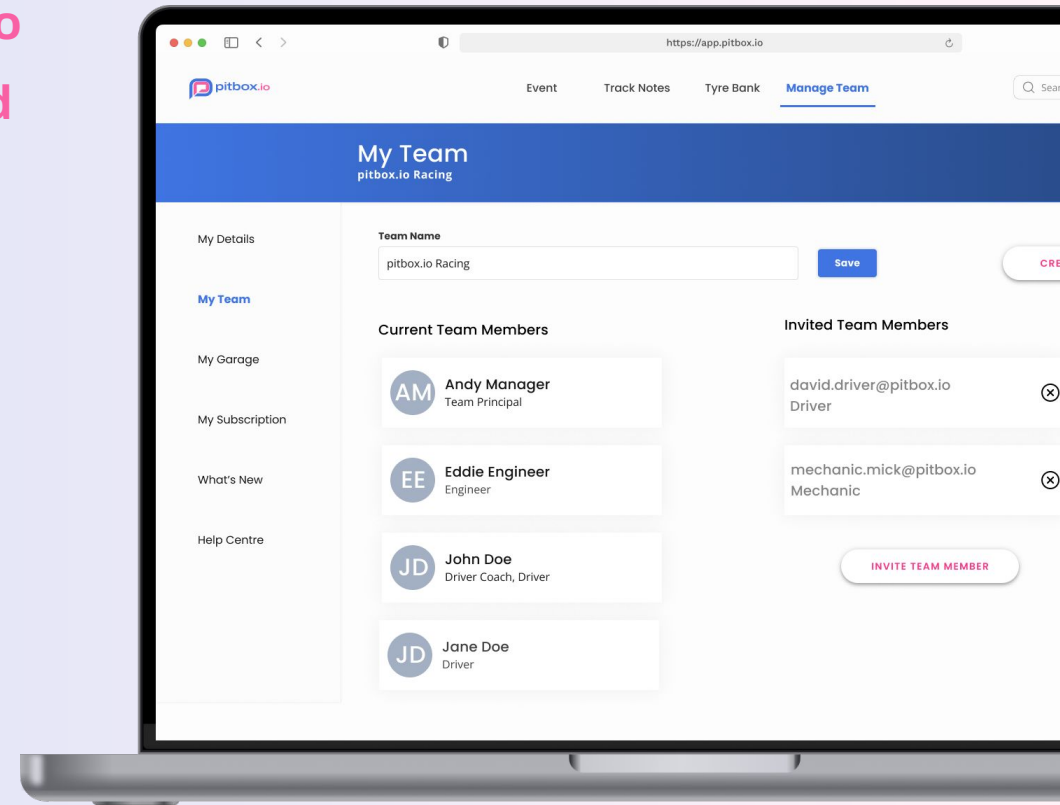
Team principals need control and insight into their team's performance second-by-second

Control who has access to the system. Add or remove team members, set permissions, and access times. Only share data on an as-needed basis.

View all of your event data from all of the categories you compete in one place.

Monitor engineer and mechanic checklists, allowing you to see what car setup changes are being actioned, when, and by what team member.

Lap times and run sheets give you an oversight of your team's performance in a dashboard.



# Better decision-making for engineers

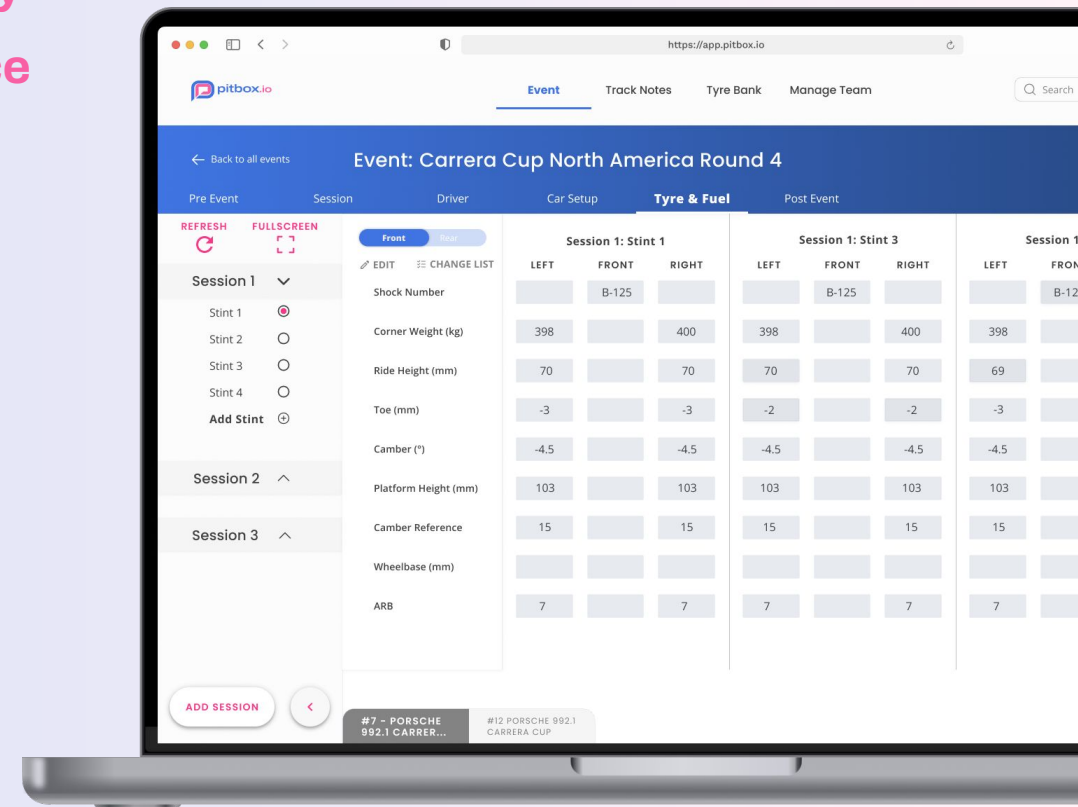
Enable faster and better decision-making by bringing all your data together into one place

Car setup, driver feedback, lap time, and tyre data are centralised in one place, stint by stint, session by session.

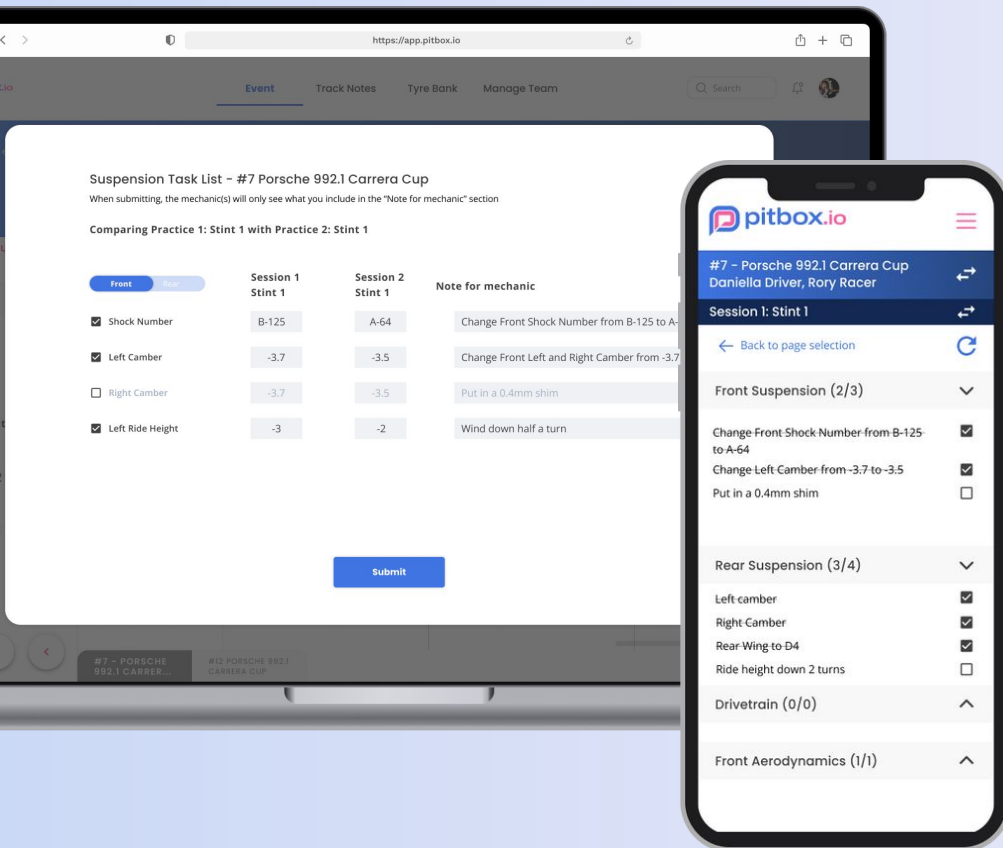
An automated tyre bank helps you to make accurate decisions on the best tyres to use for testing and racing.

Access all your car setups and driver feedback across your entire team through a quick search engine.

Access all of your previous testing and race weekend data at your fingertips - you can find any piece of the team's historical and current information within seconds.



# Precise instructions for mechanics



Give mechanics the right information to act on without the need for written instructions

Automatically generate a clear set of instructions for mechanics so that they clearly understand the exact setup changes to make to the car between sessions.

Get real-time feedback when these actions have been completed, clearly see who has actioned each request and the time it was completed, leaving no room for error.

Avoid prying eyes getting a view of the full setup of the car - only give them the information they need on demand to keep the rest of your setup information safe.

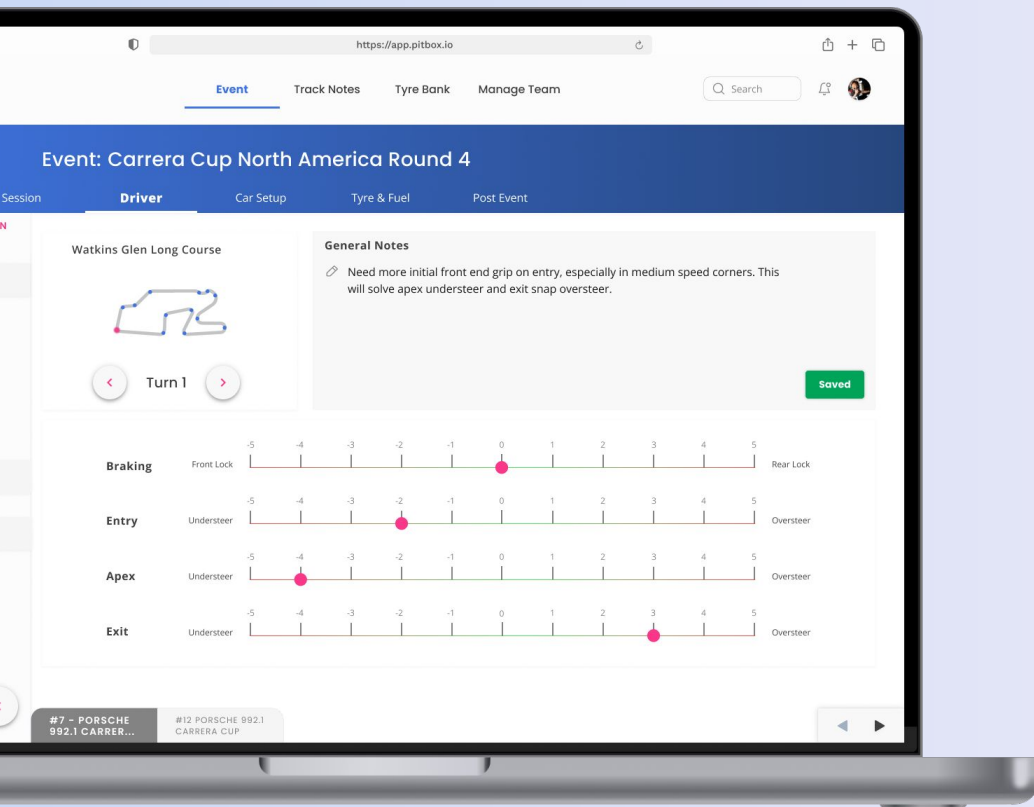
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pitbox.io has transformed the way I am able to interact with my drivers. It has allowed me to not only keep on top of all of their session data, but also allows me to work with them even when we are not together in person at the track.

**- Barton Mawer, Driver Coach**  
*2x World Time Attack Champion*

”

# Learning from drivers



Gone are the days of paper track maps, track walk notes, and ineligible handwriting

pitbox.io uses a sliding scale system so that drivers can easily explain the handling and performance of the car.

Driver feedback of each corner-by-corner phase is logged with driver notes captured.

Engineers and driver coaches can review, compare, and highlight trends that are present throughout the test day or race weekend.

Historical driver feedback can be recalled and reviewed with engineers, driver coaches, and team principles at any time.

# Driver coaches feedback loop

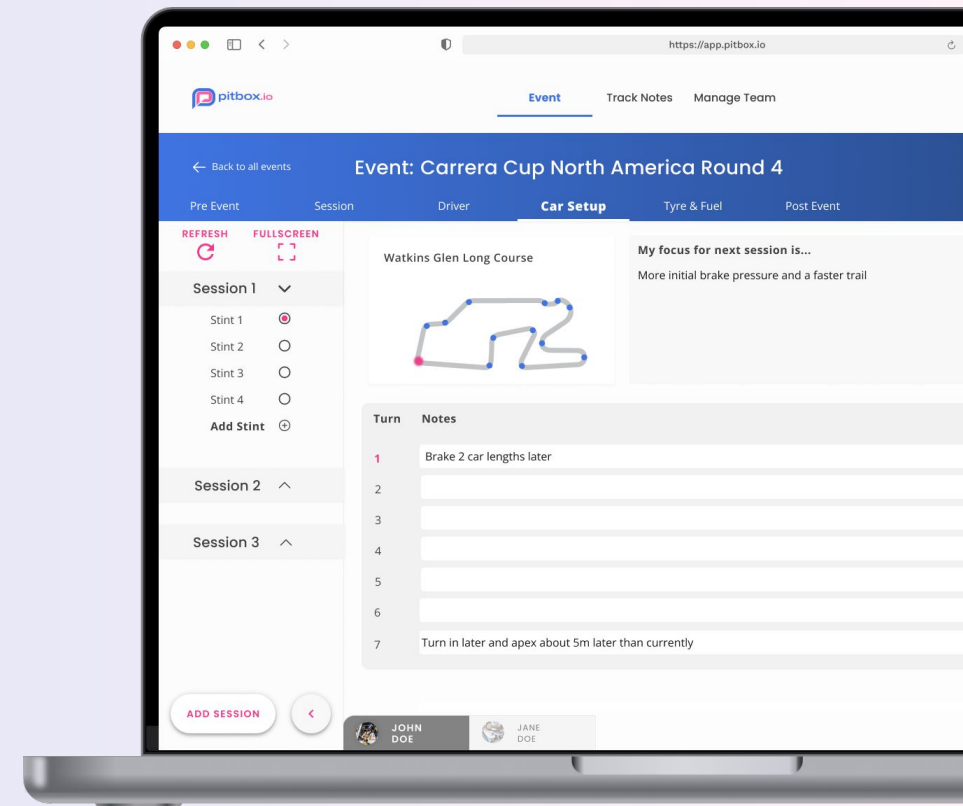
pitbox.io gives driver coaches controlled access to data for review and coaching, even when not physically present at the track

Create detailed track notes and share with your drivers as part of their event preparation.

Provide session-by-session feedback and objectives for your drivers so that they only focus on what matters.

Keep all onboard video stored in one place - no more hard drives or backups required.

Do this all remotely as data becomes available in real-time.

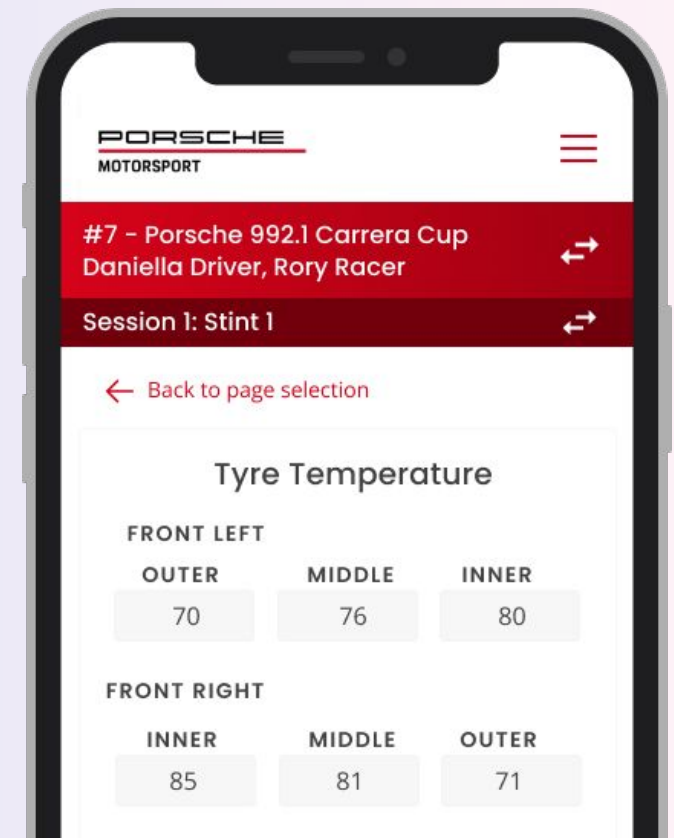
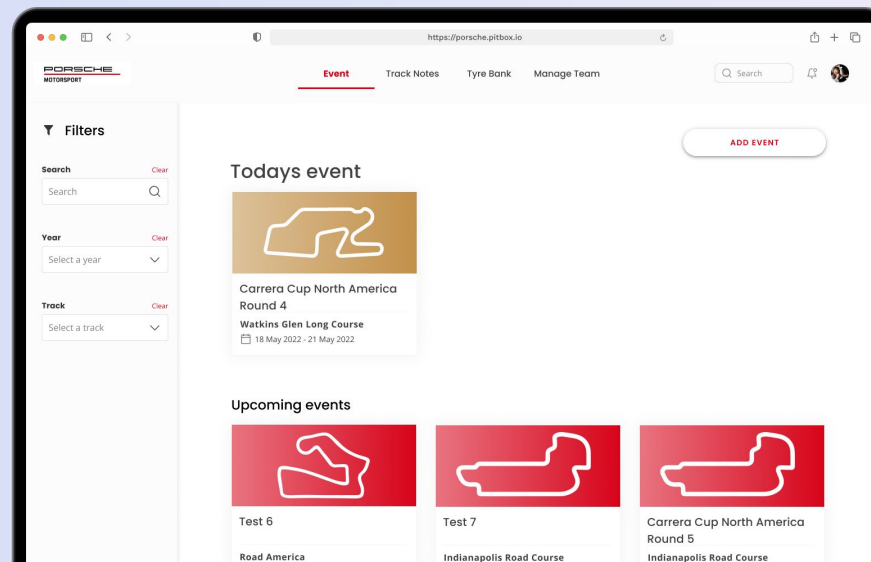


# Customise your pitbox.io

Brand and style pitbox.io to suit your team's colours and needs.

Categories can deploy pitbox.io to their teams with custom screens to suit individual requirements

Teams can upload their logo and colour schemes to the platform to ensure clear ownership of data.



# A peek into the future



## Team Operations

Control the use and ageing of parts with part lifing

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Further enhancements for mechanics preparing race cars for each session with checklists

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Instant messaging between team members and easy linking to information within pitbox.io

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Even better real-time notification capabilities with a mobile phone app



## Artificial Intelligence

AI-generated event preparation and debriefing based on historical data

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Optimising car setup based on previous events data using a Machine Learning model

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AI analysis of onboard video to highlight car handling characteristics and driver accuracy rate

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Lap time delta analysis and key insights of your competitors in seconds



## Custom features

For help with custom features or requests, get in touch today!



**After a  
demo?**



[oliver.heycoop@pitbox.io](mailto:oliver.heycoop@pitbox.io)



[www.pitbox.io](http://www.pitbox.io)