



BRP - Rotax Unveils Rotax TRAX

January 24, 2025
A New Era in Karting



Gunskirchen, Austria, January 24, 2025 – BRP-Rotax is proud to announce the launch of Rotax TRAX, a groundbreaking system designed to transform karting by empowering drivers of all levels with cutting-edge technology. This innovative solution combines a physical tracking device with an advanced app, providing a seamless way to analyze performance, compete locally and globally, and connect with the wider karting community.

Digitalization has become an integral part of every aspect of life, and karting and motorsport are no exception. Recognizing the untapped potential for technological and social connectivity, Rotax TRAX leverages IoT technology and cloud-based data analytics to deliver a revolutionary experience.

Rotax TRAX takes karting to the next level by offering unique features such as the Driver Score for technique evaluation, AI-powered coaching, and real-time performance insights. With these tools, drivers can refine their skills, compare their performance globally, and strengthen their connection to the sport.

“Rotax TRAX is more than just a tool; it is a companion that motivates drivers to unlock their potential and fosters greater engagement within the karting community. By combining advanced technology with an easy-to-use platform, we are making karting more exciting and accessible than ever before”, said Peter Oelsinger, General Manager BRP-Rotax, Vice-President Sales, Marketing RPS-Business & Communications.

Rotax TRAX has been designed to cater to all drivers, from beginners to seasoned professionals and is compatible with any kart equipped with a 12V power supply, ensuring accessibility for all drivers, regardless

of engine type or brand. The system consists of the Rotax TRAX app, available in free and pro versions on iOS and Android, and the Rotax TRAX device, which is sold separately through local Rotax dealers.

For more information, please visit the Rotax TRAX website <https://www.rotax-racing.com/trax>

About BRP-Rotax

BRP-Rotax GmbH & Co KG, the Austrian subsidiary of BRP Inc., is a leader in the development and production of propulsion systems for the recreational and powersports markets. Founded back in 1920, BRP-Rotax has been committed to sustainable mobility and technological progress for more than 100 years. The innovative Rotax four-stroke and two-stroke high-performance engines are used for BRP products such as Ski-Doo and Lynx snowmobiles, Sea-Doo personal watercraft, Can-Am on and off-road vehicles, as well as for karts and sport planes. With sustainable products such as the Can-Am electric motorcycles and Lynx electric snowmobile, the first emission-free Lynx HySnow snowmobile or the high-performance E20 e-kart series, BRP-Rotax is a pioneer in the field of alternative drive models. Close to 1,500 employees work in Gunsirchen, Upper Austria, on innovative propulsion systems for the global market.

www.rotax.com

About BRP

BRP Inc. is a global leader in the world of powersports products, propulsion systems and boats built on over 80 years of ingenuity and intensive consumer focus. Through its portfolio of industry-leading and distinctive brands featuring Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft and pontoons, Can-Am on and off-road vehicles, Alumacraft and Quintrex boats, Manitou pontoons and Rotax marine propulsion systems as well as Rotax engines for karts and recreational aircraft, BRP unlocks exhilarating adventures and provides access to experiences across different playgrounds. The Company completes its lines of products with a dedicated parts, accessories and apparel portfolio to fully optimize the riding experience. Committed to growing responsibly, BRP is developing electric models for its existing product lines. Headquartered in Quebec, Canada, BRP has annual sales of CA\$10.4 billion from over 130 countries and employs close to 20,000 driven, resourceful people as of January 31, 2024.

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