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Trimax Wins Its Racing Stripes

Scott Dixon may be waving the kiwi flag in the Indy Car series but now New Zealand has a presence in NASCAR as well.

When the 100 or so million people tune into the next NASCAR series at the Atlanta Motor Speedway they will see the beautifully striped grass around the track, but few will know it is a mower from Tauranga based Trimax Mowing Systems that has presented it so well.

Trimax Marketing Manager Tim Fanning says they now have two of their 16 foot wide Pegasus tri deck mowers keeping the 870 acre race track site looking good for race days. That includes the eight and a half acres immediately surrounding the track.

He says the promotional value of having the Pegasus at Atlanta Speedway is priceless as they can point potential customers to that very well known track and use it for demonstrations.

“Our market in the US is firmly focused on sport, parks and recreation and turf so there is a lot of interest in what the guys at NASCAR think about our mowers.

And what do they think?

Operations Superintendent at Atlanta Motor Speedway Dennis Mills says his mowers are “absolutely incredible”.

“It is starting to look like a golf course; those big mowers stripe it for me and cut it nice.”

“There is a night and day difference comparing these with the mowers I was using before.”



He says it is vital to have great looking grass especially in the areas where a television audience from around the world will see how good the track is looking. Well over 100,000 people come to the track for race days.

“We have highly visible television shots from above that show exactly how well we have prepared the grass around the track.

The striping effect is something we pride ourselves on.”

But he says the big NASCAR events of March and September are not the only events to think about.

“The track has something going on all the time; drag races on pit lane, the Legend Series over a quarter mile, and driving schools where people can experience what it is like to be a passenger or driver of a NASCAR car.”

He says Atlanta Motor Speedway also has large camp grounds that fill up up to two weeks before a big event with fans who come together, cook out and catch up with friends while they enjoy the atmosphere of the car racing.

“As you can imagine there is a lot of pressure on the grass. We have to make sure our mowing is done quickly and to a very high standard.

“We go at a good rate of speed while maintaining the quality especially when the grass is getting thicker.”

He says with a previous mower when it went into areas with thicker grass it struggled.

“I find the grass is cut finely so there is no clumping after the mower has been through. I liked the fact that everything kicked out the

back of the deck. I once had a mower that when it hit a rock it literally threw a piece of it up the back of the tractor and hit the window. I like things to be away from the operator and the tractor.

He also says maintenance has been easy and adjustment of the decks quick. Adjustments are right outside the deck so I don’t have to get my guys to take covers off and grease spindles.

“It has been designed with the maintenance guys in mind.”

For Tim Fanning the NASCAR deal is hopefully the beginning of something much



bigger.

“There are a lot of tracks in the US and they are all big facilities. We are following referrals with other tracks now,” he says.

Trimax has its US base in Griffin, Georgia. It also has established markets in the sport, parks and recreation and turf markets in the UK, Denmark, France, Australia and New Zealand.