



ARMSUP  **MOTORSPORTS**

HELMETS



SPEED MACHINE

A local race car driver accelerates his Indy dreams with the aid of Rice Lake Weighing Systems.

IT'S THE FINAL LAP AT LUCAS OIL RACEWAY. BLURRED VEHICLES ROAR PAST CHEERING SPECTATORS LIKE A PACK OF HUNGRY WOLVES. The finely tuned USF2000 cars fight at 150 MPH for the lead, but the front-runner refuses to be overtaken. In the sport of racing, maintaining a lead is all about the angles, and Aaron Telitz has chosen the perfect trajectory around the last corner to rocket past the finish line for victory. The wind rushes past his raised arms and hugs the curves of his aerodynamic Rice Lake Weighing Systems sponsored race car as Aaron takes the most significant victory lap of his young career.

A native of Birchwood, Wisconsin, Aaron was born to race. His childhood was spent behind the wheels of various go-karts, each of which he pushed to the limit. Aaron has always found joy in testing boundaries. He has an innate desire to discover just how fast something can go, how aggressively it can be driven, and how sharply it can be maneuvered. He quickly learned that he was quite adept at go-kart driving, and joined the Russell Karting Specialties team to compete nationally.

Shortly after joining Russell Karting Specialties, the Skip Barber Racing School invited Aaron to participate in

its annual shootout, where he drove a race car competitively for the first time. His skills were impressive enough to win a sponsorship, but Aaron needed additional support to cover the cost of his car, maintenance, and testing.

Familiar with Rice Lake Weighing Systems, and knowledgeable with its commitment to support the local community, Aaron called the front desk and asked for Mark Johnson, Jr. "I was surprised that I was able to talk to him," Aaron remembers. "A lot of big companies like Rice Lake have an assistant take a message or you get routed to voicemail." He arranged a meeting, after which Rice Lake agreed to sponsor the race car.

Under the hood, the 1,000-pound car's 2.0 liter Mazda engine delivered the 180 horsepower necessary to contend in any race, but the exterior needed a facelift. Rice Lake's graphic design team worked with Aaron to customize the paint scheme. The new black-themed menacing speed machine, complete with a prominent Rice Lake Weighing Systems logo, was unveiled at a special event at the manufacturing facility in Rice Lake.

"It is a slick looking race car," Aaron says. "The sport is incredibly popular, and this vehicle really helps spread the word

about Rice Lake Weighing Systems. I'm very proud to have them as a sponsor and thankful for their support."

Each sponsor has its specialty, and Rice Lake was recently able to help Aaron with an unusual request. He was using a unique portable vehicle scale to weigh the car before each race to ensure it met minimum weight requirements, but it hadn't been functioning correctly. He brought the two-piece aluminum scale to Rice Lake, where technical experts evaluated the equipment and determined two of the four load cells needed to be replaced. The service department fully refurbished the scale, replacing the load cells as well as additional hardware to ensure its successful operation. "They even gave it a new paint job," Aaron explains. "It looks a lot better now and I'm amazed at how much better it works!" Having a partner in the scale business has its perks.

On the track, he is able to accelerate from 0-60 in under three seconds, but Aaron is also fast-tracking his racing career. With the victory at Lucas Oil Raceway, he is hoping to advance through the USF 2000 series and graduate to the Pro Mazda Series in 2015, Indy Lights in 2016, and Indy Car in 2017.

"There's a lot more speed at those levels," Aaron explains. "Going 200 miles per hour is a lot different than going 150, but the strange thing is that because of the car's aerodynamics, the faster I go, the more traction I get."

Rice Lake's swift expansion throughout the world proves that business traction can also be gained through speed. The company is renowned for its quickness—over 80 percent of orders Rice Lake receives ship the same day.

Who knows what can be done to further enhance shipping speed. Perhaps the next order you place will arrive in a Rice Lake Indy Series race car, or at least its lightning-fast delivery will make it seem like it did. ■

Follow Aaron @ twitter.com/AaronTelitz

The 180-horsepower Rice Lake race car reaches speeds of 155 MPH.

