

Case Study

Gauging Challenges to Fuel the Corvette Museum Motorsports Park for Success

CHALLENGE

The National Corvette Museum Motorsports Park brings in more than 300 drivers each week with clients ranging from professional race teams to big names like General Motors, Ford Motor Company and Nissan for vehicle dynamic testing and development work. Weekends involve recreational motor sports with amateur competitions, track days and high performance driver education events.



Over the course of a single session at the track a driver may need to refuel their vehicle multiple times. Understanding that lengthy off-track times for refueling were detracting from the customer experience, the Motorsports Park focused on how to minimize this downtime. Focus areas include improving fuel capacity compared to demand, optimizing inventory monitoring, forecasting and replenishment scheduling, as well as streamlining the ability for drivers to pay at the pump.

The manual time required to monitor site data and facilitate sales each time a driver needed to fuel up was taking away time that the Motorsports Park team could have spent with customers. With high performance cars filling up approximately every 40 minutes, the park needed more efficient fuel management, visibility into the continuity and predictability of supply, an increased number of fuel grades, and enhanced pump transaction functionality to improve the customer experience.



SOLUTION

To remedy these challenges, the park installed new fuel pumps with pay-at-the-pump functionality, as well as Veeder-Root's TLS-450PLUS tank gauges, probes, and sensors. The upgraded fuel monitoring system allowed the NCM Motorsports Park to increase the number of fuel grades they offered from two to six. Veeder-Root's TLS-450PLUS system completely changed the way the park managed fuel deliveries through inventory tracking and compliance management. The updated system also allows more members of the team access to fuel inventory information at critical times during track operations. "Veeder-Root's solutions are far superior to what we had in place before, and the usability of the TLS-450PLUS ensures our entire team can quickly manage our fuel needs," said Mitch Wright, General Manager of the NCM Motorsports Park. "Prior to implementation, I watched cars drive off to go fill up at the Shell station down the road. With our new pumps and fuel monitoring technology in place, we now offer an added benefit for our clients visiting the track."

RESULTS

The TLS-450PLUS provided substantial cost savings by reducing the team's maintenance and monitoring time. Prior to implementing Veeder-Root solutions, the team had to manage and report on site data and performance manually, and it took a full time staff member to manage fuel operations. Now, the team is cross-trained on the product and it is significantly easier and more efficient to manage the different fuel grades, monitor inventory, proactively address replenishment, and report on fuel data through one single gauge. Implementing the TLS-450PLUS has allowed the NCM Motorsports Park team to spend less time managing fueling operations while also serving their customers better.

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TLS-450PLUS Automatic Tank Gauge