

# XPRESS TRACK

Timing & Redemption Attraction  
for Concession Karts



*How can YOUR Go-Kart Track revenue be increased?*

*What if: You could attract more people to your go-kart track?*

*What if: You could tie go-kart rides to redemption?*

*What if: You could run special promotions on slow days like "Fast Lap Tuesdays"?*

*What if: You could sell ads on redemption tickets or promote other park activities?*

*What if: You could set up racing leagues or corporate leagues with overall prizes for pre-set time periods?*

*What if: You could schedule corporate team building or racing leagues to generate revenue at off-peak times.*

*What if: You sell ads and/or time on a backlit display or Active Matrix display that could more than pay for the cost of the whole system?*

*What if: You had a tool to let your imagination be your only limit?*

*This could be the least expensive, most productive tool you ever purchase.*

*The Xpress Track Kart Management System Makes it Happen!*



6-Line LED Display Panel

This 6' sign can Turn your track into a money maker...Visually!

Advertising, redemption, and promotions are all part of generating revenue. The XPRESSTRACK System provides these along with more in one simple to set-up system.

Generate revenue from outside sales on an Active Matrix Display. What would you pay to advertise your business on the radio or TV? Sell time on your display to local businesses and have the system pay for itself in no time.

Vision is one of the most important senses we have. They say a picture is worth a thousand words... How much is motion worth?

One of the most important aspects of a system of this kind is its ease of use and maintenance free operation. The XPRESSTRACK System utilizes top-of-the-line components to ensure long, maintenance free life. Our timing system transponders and decoders are the same units used in world-class racing venues from Formula-1 to NASCAR and everything in between.

The transponders are virtually maintenance free and feature a new "No-Recharge" battery good for a minimum of half a million laps!

ITS ALL A

The display sign is another attraction at your park. One park owner contracted with a local soft drink supplier to sponsor the entire go-kart track which included a second backlit sign provided by the vendor and \$20,000.

*“That one deal pretty much paid for my system!”*

Another owner did the same thing with a local car dealer. What a concept! Someone else pays for your new attraction. The increased revenue from a redemption tie-in or whatever your marketing team can come up with goes straight to your bottom line.

*“That one deal pretty much paid for my system!”*

Printed ticket stubs are one of the key elements to the XPRESSTRACK System. These tickets can easily be changed to ad an in-house promotional program or to advertise a local business with a coupon of some sort. The possibilities are endless!

Each ticket also acts to promote your own go-kart track as the drivers lap times are printed right on the ticket for bragging rights!

Ticket redemption is a huge business. Ask anyone in the redemption business and they will tell you “redemption is king of the money makers”.



Sample Tickets

**BOUNT GENERATOR**

**What comes with the XPRESSTRACK SYSTEM?**

1. LED Display
2. Hardware for karts
3. Hardware for track
4. Software to control the system
5. Active Matrix Display (Optional)
6. Ticket Printer (Optional)



Go-Kart not included.  
Contact J&J Amusements, Inc. at  
1-800-854-3140.

# One company to deal with!

Fun Parts Xpress and J&J Amusements have spent a lot of time gathering information and comparing products for the XPRESSTRACK System.

After much testing we've come up with a great combination of products, backed by J&J's 20+ years of experience to bring you one complete package that will take care of kart timing, advertising, redemption and more. ticket printers, timing signs, timing and scoring transponders and decoders, and software to control it all. All of these components brought to you and backed by one company.



Ticket Printers

# ING REVENUE

*"The XPRESSTRACK System by Fun Parts Xpress has been one of the best investments we made at our park. Our track had just become another attraction. The timing system itself allowed us to attract customers on off days due to our promoted "Race Days" events. These events were promoted by using the timing system to gather the posted lap times during a two hour period and an in-house or cash reward is awarded to fastest driver. Its unbelievable how many people participate.*

*We decided to add some advertising space around our timing sign as that's where everyone looks and it was a big hit with the local advertisers. We increased our revenue so much that we decided to go all out and put in an "Active Matrix" sign. The system works, plain and simple. Its paid for itself many times over and continues to generate money for the park."*



Advertising opportunities around with XPRESSTRACK System.

CUSTOMER EXPERIENCE

ADVERTISING

MARKETING

**BOUT TIME**

MAKING MONEY





POS	KART	LAP TIME	
1	0000 0000	0000 0000	0000 0000
2	0000 0000	0000 0000	0000 0000
3	0000 0000	0000 0000	0000 0000
4	0000 0000	0000 0000	0000 0000
5	0000 0000	0000 0000	0000 0000

**1-800-854-3140**

or

**1-503-304-8899**

To learn more about the XPRESSTRACK System  
and Fun Parts Xpress visit our website at:

**<http://www.funpartsexpress.com>**