

Halo P1 Presents the Science of Braking: KPIs and Data-Driven Insights That Win Races

EPARTRADE Webinar Series, Episode #545 — The science behind elite-level braking performance was front and center in the latest episode of EPARTRADE’s “Race Industry Now” webinar series. Titled “**The Science of Braking: KPIs and Data That Win Races,**” the presentation featured an expert panel from **Halo P1 Brake Fluid**, including CEO **Lloyd Ker**, Chief Development Chemist **Dan Stafford**, and veteran motorsport engineer **Sergio Bonfanti**. The session was hosted by **Brad Gillie** of SiriusXM’s *Late Shift*.

In an industry often driven by feel and perception, Halo P1 is redefining competitive braking performance through **hard data, key performance indicators (KPIs), and rigorous testing**. The panel emphasized how science, not guesswork, is reshaping brake fluid development and implementation at the highest levels of motorsport.

“We’re not here to rely on subjective feedback—we’re here to show the data,” said Ker. “When we put Halo P1 to the test, we back it up with metrics that matter to winning teams.”

Highlights from the Discussion:

- **KPIs That Matter**

Halo P1 has developed a methodology to track critical data points—such as **fluid compressibility, boiling point degradation, thermal stability, and response time consistency**—to objectively prove braking performance under real-world racing conditions.

- **Engineered for Predictability**

According to Dan Stafford, one of the biggest differentiators for Halo P1 is its **unmatched consistency across temperature ranges**. As race cars operate in extreme and variable conditions, Halo P1 is formulated to maintain its performance profile lap after lap.

- **From the Track to the Dyno**

Bonfanti emphasized that real-world feedback from top teams aligns with their laboratory data, showing how **measurable improvements in braking predictability** translate into confidence for drivers and reliability for engineers.

- **Bridging Engineering and Competition**

“It’s not just about numbers,” said Bonfanti. “It’s about interpreting that data and translating it into trackside success. Teams now have the ability to make smarter choices—not just fast ones.”

Trusted by Race Teams Worldwide

With more than three decades in motorsport, Bonfanti highlighted the shift in team expectations toward **data-proven solutions**, noting that today's race engineers are looking beyond just brand loyalty—they demand evidence. Halo P1's data-first approach has become a key selling point for discerning teams at the pro and semi-pro levels alike.

"If you can quantify it, you can improve it. And Halo P1 has quantified what makes elite brake fluid," said Gillie.

For more information, [the full webinar is available here.](#)