

Racers Gain the Edge with Low-Cost Wireless Technology for Winning Chassis Set-Ups

In a compelling new webinar hosted on the EPARTRADE platform, industry veterans and rising stars came together to explore how innovative, low-cost wireless technology is transforming race car chassis setup — and delivering a competitive edge for teams across all levels of motorsports.

Presented by **Creative Racing Products**, the session featured insights from:

- **Brett Barker**, Co-Founder and Chief Engineer, Creative Racing Products
- **Cody Pennell**, Team Manager, RTR Motorsports
- **Griffin McGrath**, Founder, Legends.Direct
- **Jerry Babb**, Winning Late Model Crew Chief
- **Ryan Preece**, 2013 NASCAR Modified Champion and current NASCAR Cup Series driver of the No. 60 Ford Mustang Dark Horse for RFK Racing
- Hosted by **Don Taylor**, ex GM Racing, Director of the Motorsport Industry Association and the Stand 21 Safety Foundation.

The panel explored how Creative Racing's wireless chassis setup tools — once considered a luxury for elite teams — are now accessible to a wide range of racers. These systems allow for repeatable, data-driven tuning that eliminates guesswork and streamlines pit lane performance.

“Our goal has always been to give racers a way to set up their cars with precision, without breaking the bank,” said **Brett Barker**. “With wireless tech, we’re enabling everyone from grassroots teams to professional outfits to get real, actionable data in seconds.”

Cody Pennell emphasized the value of faster setup adjustments during race weekends. “The difference it makes on race day is night and day. We can test, adjust, and go—without running cables or resetting every time.”

Meanwhile, **Griffin McGrath** and **Jerry Babb** spoke to the benefits in short-track environments where time is limited and consistency is critical. “The tech gives us confidence,” Babb said. “You know your baseline. And when something’s off, you find it faster.”

For **Ryan Preece**, who competes at NASCAR's highest level, precision is paramount. "We run against the best in the world. You need tools that work, every time. This tech delivers, and it's scalable for every team."

The webinar highlighted how a strategic investment in wireless tools can lead to better performance, safer setups, and a more efficient team workflow.

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