



# SPEEDWAY MOTORS CHOOSES SWISSTRAX

## AT A GLANCE

**SPEEDWAY MOTORS** was searching for a long lasting, durable, removable, professional flooring solution that would showcase their builds. They wanted *something more* than epoxy could offer and finally found **SWISSTRAX**.

*“This stuff is such high quality.”*

*“Swisstrax installations are highly customizable and adaptable to meet your needs.”*

*“Epoxy is a days long process compared to Swisstrax as an hours long process.”*

*“In our final assessment after having lived with Swisstrax for six months, and worked on it a bunch, we would absolutely do it again.”*

*“When compared to an epoxy where you need to etch and roll out the coating. It was a way easier and neater installation.”*

## CHALLENGES

- Needed a better looking floor covering, but didn't want epoxy or paint since they “always fail and installation is a days long process” that they didn't have time for.
- Utilized a rented space. They searched for a removable and temporary solution that could be reused in alternative location if necessary.
- Wanted a discrete showroom flooring that could recede into the background when filming or working, but also professionally highlight without upstaging their build.

## SOLUTIONS

Swisstrax is highly customizable, durable, and adaptable. With different colors and styles, and unrivaled strength any project can match their brand, home, garage or shop.



### DURABILITY

Swisstrax tiles do not fade and are resistant to heat, weather and chemicals. They are manufactured to withstand 70,000 lbs of rollover weight.



### DO IT YOURSELF

Removable and temporary DIY solution that can be reused in alternative location if needed extending the life of flooring use.



### QUICK INSTALLATION

Swisstrax installs in hours not days, unlike epoxy solutions. “We spent more time moving stuff out of the way than we did actually laying the floor into place.”

## WATCH SPEEDWAY'S VIDEO REVIEWS



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SPEEDWAY  
MOTORS FOR  
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## PHOTO GALLERY *SPEEDWAY*



*"[Swisstrax] has just elevated the appearance of the whole shop. To where now when people walk in, it looks like a professional space instead of a greasy old shop floor."*

*"Just immediately right out of the gate it looked fantastic."*

