

Richard Childress Racing Customer Story

Driving Success with Lenovo



Lenovo

AMD
together we advance_

Richard Childress Racing (RCR) stands as a successful National Association for Stock Car Auto Racing (NASCAR) racing team. Founded by Richard Childress in 1969, RCR has become a powerhouse known for excellence, innovation, and a winning spirit.

“To be competitive in NASCAR, you need the best technology, the best team, and the best equipment.”
Richard Childress, Chairman, RCR.

At RCR, staying ahead of the competition requires a commitment to cutting-edge technology. RCR takes pride in producing their own chassis, building their own cars, and crafting their own engines. One of the key drivers behind their success is the power of Lenovo technology to push speed and performance to the limits.



The Challenge

In the fast-paced world of NASCAR, RCR needed high-speed technology that would enable them to run simulations quickly, make split-second decisions, and communicate effectively with support engineers. Significant latency issues in their command centre hindered real-time track support. Additionally, RCR sought advanced technology to optimize their engine parts and perform hardware analysis for peak performance.

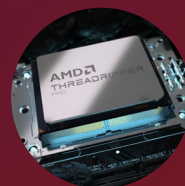


The Solution

Lenovo's OEM Solutions team extends its remarkable capabilities to customers, enabling businesses to excel in their industries.

RCR's successful collaboration with Lenovo extended beyond technology. The OEM Solutions team provided advisory services, tailored tech recommendations, and direct engineering access. This support ensured seamless track performance, mitigating potential issues. By leveraging Lenovo's powerful technology and strategic AMD partnership, RCR reduced simulation times to just 30 seconds using Lenovo ThinkStation workstations. This facilitated quick decision-making and seamless communication with support engineers during races.

This partnership reshapes the future of RCR's technology portfolio, adopting AMD Ryzen™ Threadripper™ PRO 7000 WX-Series processors in their next generation ThinkStation P8, aligning perfectly with their goals for excellence in motorsports.



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PRO

How Lenovo Workstations Transformed Their Process

The Lenovo ThinkStation P8 with AMD Ryzen™ Threadripper™ PRO processors offers stunning performance with up to 96 cores and clock speed up to 5.3GHz. The P8 combines Lenovo's legendary reliability and customer-driven innovation with professional manageability and enterprise-class support.

Purpose built with the speed and configurability professionals require, this powerhouse offers PCIe Gen5, unmatched NVIDIA RTX™ professional graphics support, as well as increased storage speed and fast onboard 10GB ethernet. The ThinkStation P8 provides the ground-breaking performance

“Lenovo is at the forefront of that innovation, they help us in those areas to understand that innovation and apply it to what we do.”

Torrey Galida, President, RCR



Watch Video

See how the ThinkStation P8 powers their creativity wherever they're working.

ThinkStation P8 Specifications



Processor
AMD Ryzen™ Threadripper™ PRO
7000 WX-Series
(up to 96 cores, up to 5.3GHz)



Graphics
Supports up to 3 powerful
NVIDIA RTX™ 6000 Ada



Memory
Up to 1TB DDR5 4800MHz ECC



Storage
Up to 52TB of Storage



Thermals
Multi-channel Cooling



Why Lenovo

Focused on a bold vision to deliver smarter technology for all, Lenovo is developing world-changing technologies that create a more inclusive, trustworthy, and sustainable digital society. By designing, engineering, and building the world's most complete portfolio of smart devices and infrastructure, we are also leading an Intelligent Transformation — to create better experiences and opportunities for millions of customers around the world.

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