Written by Jane Alexander, Editor
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This article is a follow-up to MARTS 2006, where the emphasis was on the never-ending race for reliability. The Hendrick Motorsports and Invensys/Avantis teams were a very important part of the event's success. Among other things, they brought in Jeff Gordon's Car 24 and helped sponsor the keynote and wrap-up sessions featuring Fox Sports' commentator, Jeff Hammond. Their participation is greatly appreciated.

Whether you're racing the clock to meet production schedules or racing cars to the checkered flag, asset management can give your organization the competitive edge. It can improve equipment reliability, streamline operations and reduce operating and inventory costs by hundreds of thousands of dollars.

Just ask the folks at Hendrick Motorsports. This company is in the business of winning NASCAR races and innovation has always been a driving force.Hendrick's current application of Avantis enterprise asset management technology for NASCAR racing is one of the most recent examples of that innovation.

On its 65-acre racing complex in Charlotte, NC, Hendrick Motorsports designs, tests and builds racecars for such noted NASCAR drivers as four-time champion Jeff Gordon, twotime champion Terry Labonte and (as this magazine goes to press) the current points leader, Jimmie Johnson. Since 1984, Hendrick has grown from a one-car race team to a sixteam operation that has won five of the last nine NASCAR Nextel Cup (formerly Winston Cup) Championships. These include four backto- back titles–the sport's first-ever in the premier Winston Cup Series.

On it's 65-acre racing complex, Hendrick Motorsports builds racecards from start to finish for such noted NASCAR drivers as Jimmie Johnson, Jeff Gordon, Terry Labonte and Joe Nemechek.

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