



Traxxas TORC

The Off Road Championship

by Dennis McFarlane



The most popular vehicles sold during a Traxxas TORC race are scale models of the 2WD SC trucks raced by the Traxxas team.



There are a number of R/C races held during a TORC event. Frequently, modelers who have just purchased a vehicle, will enter a race and instantly become hooked on R/C racing.



Kyle Bush, center, has been racing R/C since he was nine years old, and this experience showed with a win of the extremely popular Pro-Driver R/C truck race. Kasey Currie, right, was second and Chad Hord, left, came in third place.

Traxxas, “The Fastest Name in Radio Control,” is well known for its variety of quality radio control surface vehicles. What many hobby dealers may not be aware of is that the company is also involved in full-scale, short-course, off road racing.

Traxxas is the title sponsor of the Traxxas TORC racing series. TORC—THE Off Road Championship—was organized several years ago to bring a level of professionalism to off road racing. The series is sanctioned by the United States Auto Club (USAC) and has been recognized for its achievements.

There are currently eight races on the Traxxas TORC schedule. The races are held at a variety of venues throughout the country. Oftentimes, Traxxas will invite hobby representatives from the surrounding market area to be guests at a race. One of the TORC races was recently held at the Route-66 Chicagoland Speedway. My best friend and I, along with several other Chicago area hobby dealers, were invited to attend the event.

As well as racing full-scale, short course trucks, Traxxas holds a number of radio control truck races at TORC events. Traxxas also sells products at these events, which has led to some grumbling from dealers who feel that this could have a negative effect on local R/C sales. Based on my personal observations, it appears that these race sales have the opposite effect. At a series race, Traxxas sales are geared directly at impulse buyers who have never considered or looked at R/C vehicles before. There are no repairs or repair parts at these settings. When customers need parts and repairs, the company directs them to local hobby dealers. By selling at races, the primary result is that Traxxas is putting radio control products into the hands of people who would not normally shop at a hobby store. As a result, dealers reap the rewards of increased parts and repair business along with more potential customers for future product sales.

If a race is held near your store and you are invited, please consider attending. It is Traxxas’ way of saying “thank you” to the many hobby dealers who have helped make the company a success. **HM**



As evidenced by the layers of mud on Kyle Bush's Pro-4WD truck, TORC is not a race for the white glove crowd.



The R/C version of Kyle's M&M sponsored truck was as popular with spectators as his full-scale truck.



Traxxas sells at TORC events, but these sales are directed at impulse buyers and do not affect local hobby stores in a negative manner.



Drivers of full-scale trucks also have a lot of fun with the R/C versions, as demonstrated by the smile on Kasey Currie's face.



There was plenty of action during the Pro-Driver R/C truck race. The drivers enjoyed themselves and the spectators responded in a positive manner to the good natured, but truly fierce, competition.

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