

Chicago Performance & Tuning - Team Logistics Solved With EventR



Chicago Performance and Tuning

About Chicago Performance and Tuning

Chicago Performance and Tuning Co. (CPT) is a U.S.-based motorsport operation combining professional GT racing, customer support, and a wider performance and tuning business. Unlike a race team focused only on on-track delivery, CPT's event operations span both competitive race-weekend execution and the broader logistical demands of supporting a high-performance automotive programme. Across major race events, CPT used EventR to coordinate travel, accommodation, transport, and detailed event schedules for a 22-person team in a fast-moving motorsport environment.



Motorsport Logistics – The Challenge

22 Team Members

With a 22-strong team attending race events, CPT needed a reliable way to keep personnel aligned across travel, accommodation, transport, and on-site activity to avoid operational friction.

Multiple Transport and Rooming Plans

Alongside flights, CPT needed to manage hotel room information for each guest and allocate team members to local transports. Competency here was essential for smooth team movement.

10+ Staggered Flights

Team members were flying in from around the globe to race events, resulting in staggered departure times, multiple airports and multiple airfares associated with the one event.

Complex Activity Categories

Race weekends involved a mix of track events, logistics, scrutineering, and key driver commitments, each with different attendees and timings. CPT needed a structured way to separate these activity types while still keeping everyone on a single, coherent event plan.



The EventR Solution

1

Flight Tracking and Expense Logging

CPT used EventR to track 10+ team flights, giving organisers a centralised view of inbound and outbound travel across the race crew. By also logging the expenses attached to plane tickets, EventR helped combine travel coordination with cost visibility, reducing the need to manage logistics and spending in separate systems.

2

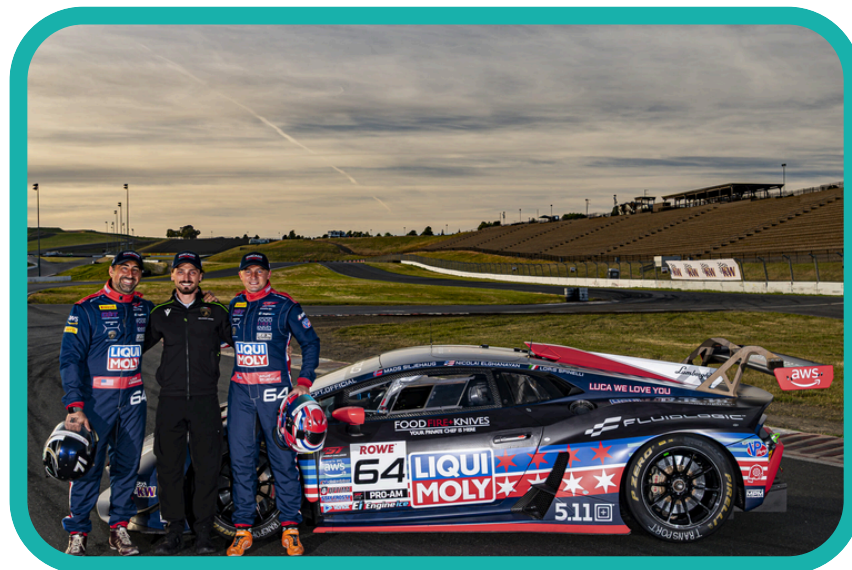
Accommodation Management

EventR was used to log hotel bookings and room information for each guest, giving CPT a clear overview of where everyone was staying. This reduced confusion around accommodation assignments and helped ensure the team had the right rooming plan in place ahead of each event.

3

Transport Allocation

To manage local movement, CPT used EventR to assign team members to either a minivan or car. This gave the team a simple and structured way to communicate vehicle plans, helping people understand their transport arrangements as part of the wider race itinerary.



The EventR Solution cont.

4

Categorised Activity Planning

CPT organised its schedule in EventR by categorising activities into areas such as track events, logistics, scrutineering and important driver events. This made busy race programmes much easier to follow, allowing team members to focus on the parts of the schedule most relevant to their role.

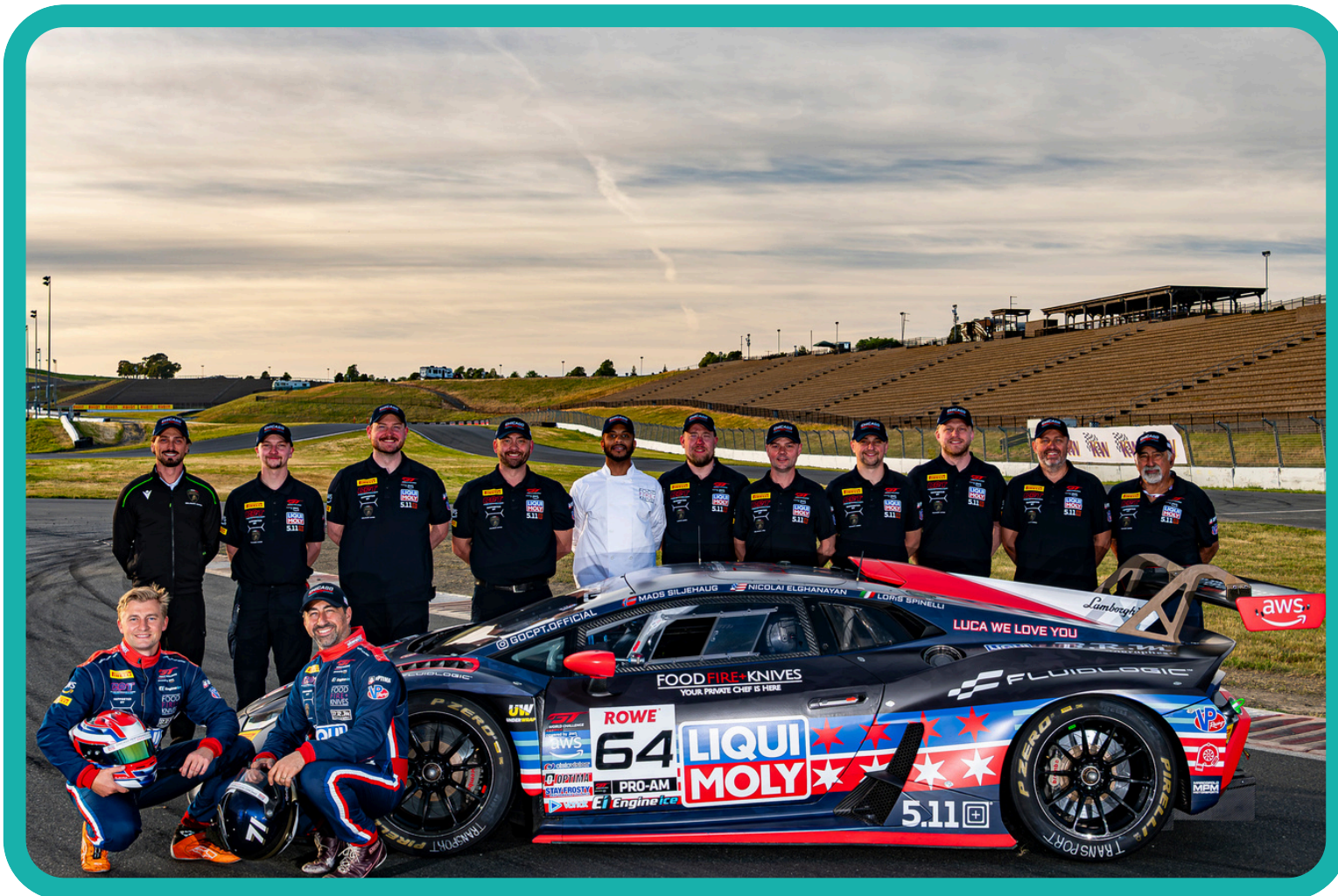


5

Detailed Schedule and Team Structuring

Each activity in EventR included the relevant date, time, location, and attendees, ensuring that operational detail was captured clearly and consistently. CPT also used group tags to structure the 22-person team more effectively, making it easier to organise communications and keep different parts of the operation aligned.

Testimonials



“We’ve used the free app version of EventR to manage our team’s logistics for quite a while. The impact it had on the team was immense, going from multiple documents for every event, to an app made everything so much easier. It’s easier for the team to digest, prevents them from looking at outdated info, and much easier to manage and track all the information from a management perspective, especially changes. As our team has grown, so have our needs, and we really felt we were stretching the free app version. Now swapping to Enterprise and having all the capability, as well as the support from the EventR team, we’ve finally got a proper grip on our team logistics and are very excited to continue to grow and utilize EventR. I would genuinely recommend it to anyone managing events or team logistics in a heartbeat.”

– Chris Lester (Team Manager)