



Durham, North Carolina, January 5, 2022- For Immediate Release

Precision Driving Analytics LLC Acquires Krause & Associates LLC Motorsport Data/Video Hardware Sales and Support Business

Precision Driving Analytics (PDA) provides Data/Race Engineering and Driver Coaching support to Ferrari Challenge, SCCA, NASA, SVRA, HPDE drivers. Established 2015.

Krause & Associates LLC's motorsports data/video hardware business is a trusted dealer and support resource to thousands of teams, shops, and end-users. Established 2007.

PDA will now offer sales and support for AiM Sportline, Racelogic Video VBOX, MoTeC, Apex Pro, RaceVoice, Garmin Catalyst and AutoSport Labs, the most popular and effective data/video systems available today.

All sales and support inquiries for hardware formerly supplied by Krause & Associates LLC should be directed to Precision Driving Analytics.

PDA is committed to providing the best possible experience in motorsports data/video hardware sales and support to both new customers and former hardware clients of Krause & Associates LLC.

PDA's new combination of hardware sales, along with existing custom profile, workbook and math channel packages will enhance the practical value of using this equipment.

Krause & Associates will continue to supply consulting services to motorsports enthusiasts and driver performance analysis to HPDE, club, historic and entry-level pro racing drivers.

For more information about Precision Driving Analytics, LLC please visit www.precisiondrivinganalytics.com

For more information about Krause & Associates, LLC please visit www.gofasternow.com and www.peterkrause.net