

# Driven

By Steven Nester

**T**raxxas Corporation, the number-one manufacturer of radio controlled cars, boats, and trucks for hobbyists has entered the winner's circle in McKinney as it breaks ground on a new headquarters at Craig Ranch. Relocating from Plano to a 29-acre, three building campus, Traxxas is the first business to make its national corporate headquarters at Craig Ranch. With the community firmly in mind, Traxxas plans a family-friendly facility where McKinney residents can get into the driver's seat and take a victory lap of their own. So ladies and gentlemen, start your engines.

Radio controlled (R/C) cars and boats, if they are new on your radar, are scaled down versions of their real world counterparts and are powered by fuel or electric motors. Speed and direction are controlled by hand-held units, and speeds of Traxxas' fastest vehicles can surpass 70mph.

In choosing McKinney, Traxxas heeded the real estate mantra of location, location, location. "What led to the move is available space, proximity to the newly completed Sam Rayburn Tollway and DFW International Airport," said Kent Poteet, Traxxas' Director of Marketing. "Overall, the community and living space, especially at Craig Ranch are very attractive to current employees and for future recruiting. We are all about building fun, and the City wanted to bring that lifestyle element to their residents."

In the current economic climate, landing Traxxas is a victory. To do that McKinney came to the table with incentives, said City Manager Jason Gray, including a \$400,000 cash incentive and a 50 percent tax abatement for the first eight years of business.

The city will still net



*Traxxas off-road action! The Revo 3.3 is Traxxas' flagship monster truck, featuring a 3.3cc 2-stroke engine and top speeds of 45mph. All photos courtesy of Traxxas.*



\$117,000 a year in revenues. Craig Ranch also provided \$500,000 in infrastructure incentives, but Traxxas will not come to McKinney empty-handed. One hundred twenty employees will also make the move, and by the completion of the relocation in 2012 Traxxas, will employ more than 150, with money to spend at local businesses.

Traxxas has taken into careful consideration the elements of both work and play and how they can fit together to benefit the community. An 86,175-square-foot building will house most of the Traxxas operations, and an 89,081-square-foot distribution center will devote 12,500 square feet for a research center. It is here, said Poteet, that Traxxas will undertake product development, engineering, testing, marketing, graphics, sales, support and distribution – the meat and potatoes of running a large business. And all that square footage will need workers, too. “We are hiring

of horsepower in a safe, inviting, and family-oriented place. Traxxas has a reputation – a reputation for making fast, fun, and durable products that are easy to buy and own,” said Poteet.

What will make local R/C enthusiasts and newcomers really pop a wheelie are the two off-road tracks, a testing area, a stunt area, and a one-acre pond for model boats, all open to the



*Left: The 50mph Traxxas Spartan racing boat and award-winning T-Maxx monster truck (below) are just two of the nearly 40 vehicles Traxxas offers. The new McKinney headquarters, with separate R&D and distribution buildings, will offer the community a chance to see them in action, and much more.*

in all those areas currently,” Poteet added. “McKinney is a great place to live and work.”

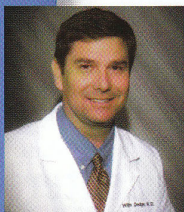
What makes the Traxxas complex unique is that it is more than a place to work or an addition to the tax roll; it promises to be an experience. Getting in gear is what Traxxas is all about, Traxxas off-road action! The Revo 3.3 is Traxxas’ flagship monster truck, featuring a 3.3cc 2-stroke engine and top speeds of 45mph. “Kids can explore their dreams

public. Whether visitors want to race R/C cars, trucks, or boats, or just take them out for a Sunday drive, Traxxas at Craig Ranch will have everything they need under one roof. It might be a good idea for human resources to keep a stack of job applications handy, too. “The campus itself is inspiring for possible career paths in radio control. It’s a fun product to work with



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**Q:** What is your specialty, Dr. Dodge?

**A:** Family practice for patients of all ages.

**Q:** Where were you educated?

**A:** I graduated from UT Austin, and then I attended medical school at The University of Texas Health Science Center at San Antonio.

**Q:** Any advanced training?

**A:** Yes, I completed my residency in Family Practice at East Carolina University in Greenville, NC. And, I am board certified by the American Board of Family Medicine.

**Q:** Why did you join the medical staff of Medical Center of McKinney?

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and there are jobs at all levels to be done," said Poteet. For the right person, the racing complex will seem like paradise.

Traxxas is prepared to attract new hobbyists to Craig Ranch with a retail store that will include an outdoor "try me" track where prospective buyers can test drive R/C vehicles before they make a purchase.

For those not inclined to put the pedal to the metal just yet, their destination might be the 75,000-square-foot auto museum. This will include a 250-seat theater and the retail store. Traxxas sees this facility as a meeting place for car clubs, auto auctions, and civic and corporate gatherings, all bringing in money to local businesses and making the Traxxas presence all the more prominent to consumers, parents, and kids in search of fun.

The Traxxas campus can be a place to inspire. It's all about dreams and making them real. The rubber meets the road when enthusiasts can take these dreams to the highest possible levels of racing. "We know of several successful professional race car drivers whose only racing experience prior to getting behind the wheel of a full-size vehicle was R/C racing," said Poteet. Depending on one's ambition or curiosity, the Traxxas campus at Craig Ranch can be either the starting line or the finish line.

*About the author: Steven Nester is an educator and freelance writer who hosts Poets of the Tabloid Murder, a mystery author interview show which may be heard on Public Radio.*



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