



INDY LIGHTS

Aaron Telitz captured tarmac magic to win the 2016 Pro Mazda Championship in his Rice Lake Weighing Systems' sponsored race car.

By Michelle Nelson, reporter

A midnight black, single-seat, open-wheel Indy racing car whirs around the final curve. Its yellow racing stripes blur into the Rice Lake Weighing Systems side logos, and with a final acceleration, car number 82 brings in the title of Pro Mazda Champion, the second tier of competitive racing in the Mazda Road to Indy Series. Standing atop of the winner's podium, race car driver Aaron Telitz is showered by champagne while the crowd of racing enthusiasts cheers with a momentous roar, and the realization that Aaron's next race will be under the Indy Lights brings him a feeling of overwhelming joy.

With a championship under his belt, Aaron's next race will be on the streets of St. Petersburg, Florida in the Indy Lights series, the third and final rung on the Mazda Road to Indy racing ladder. The Mazda Road to Indy is the only driver development program in the world to fund a champion driver's scholarship to advance towards their dream to race in the Indy Car Series. The Mazda Road to Indy is truly a race car driver's dream.

The program is a progressive ladder with three steps.

- 1. Cooper Tires USF2000 Championship Powered by Mazda**
- 2. Pro Mazda Championship Presented by Cooper Tires**

3. Indy Lights Presented by Cooper Tires

The Indy Lights tier is the pinnacle for Mazda Road to Indy drivers. Winning the Indy Lights Series brings in a championship title, a scholarship valued at one million dollars towards entering the Indy Car Series, and three guaranteed races in the Indy Car Series, including the Indianapolis 500.

For Aaron Telitz, bringing in the Indy Lights 2017 championship is not only his goal, it's his calling.

Aaron is a Birchwood, Wisconsin native; just a mere 20 miles north of Rice Lake Weighing Systems headquarters in Rice Lake, Wisconsin. Aaron began his racing career at a young age racing go-karts, eventually working up to the Mazda Road to Indy Series. In 2014, Aaron and Rice Lake Weighing Systems teamed up to support Aaron's Mazda Road to Indy racing career with a driver sponsorship to help Aaron meet his racing needs. The pair also started the Rice Lake Weighing Systems-Mazda Road to Indy hospitality package with Aaron Telitz. The package allows Rice Lake Weighing Systems to host gatherings on the racing circuit, and attendees can meet the race car driver himself after watching him compete.

Rice Lake Weighing Systems is not only sponsoring Aaron's race car, but has also provided a DeckHand™ Rough-n-Ready floor scale system that is used at Mazda Road to Indy races to weigh-in all drivers after they compete. Since weight and speed go hand-in-hand, each race car and driver must weigh-in over a specified minimum weight to ensure a lighter car doesn't have an unfair advantage. After each race, drivers make their way to the official weigh-in tent where their cars are loaded onto weigh platforms, then drivers step onto the DeckHand and the totals are summed. An underweight sum is a serious offense; drivers can be disqualified from their race after-the-fact and suffer the agonizing blow of having a stellar race being taken away from them.

Racing is both a science and an art form. Not only does weight play a large part, but every component in a race car plays a crucial role in the overall performance. There's one element though that cannot be traced back to a part, component or even mechanical concept—the driver's intuition. A skill that Aaron has full throttle, intuition is what separates the good drivers from the great. When a team, race car and that elusive skilled driver come together, magic happens on the tarmac. The Aaron Telitz magic had no short supply in 2016.

Under the LIGHTS

After his Pro Mazda win, Aaron made sure to share in the win with his racing families: "What a feeling. 2016 Pro Mazda Champion! It hasn't sunk in yet at all. I wouldn't have even had a shot at this without the support of everyone at Team Pelfrey, Rice Lake Weighing Systems, Rising Star Racing, Mazda Motor Sports, Morrie's Auto, Team Cooper Tire and my family! This is for you as much as me." Aaron is undoubtedly a fantastic race car driver, but what really persuaded Rice Lake Weighing Systems to sponsor Aaron was his attitude.

Throughout Rice Lake's sponsorship, Aaron has time and time again shown that the two brands—Rice Lake Weighing Systems and Aaron Telitz Racing—have much in common: dedication, honesty, loyalty to customers and fans, and an unwavering sense of humility for all of those who have worked hard to ensure brand success.

Although Aaron has to leave his number 82 race car and his team behind at the start of the new season, Aaron is doing what he does best—racing ahead to the next challenge with unwavering confidence, Rice Lake Weighing Systems' support, and a group of family and fans who believe the future for Aaron Telitz is winning under the Indy500 Lights. ■

Weighing in on a DeckHand floor scale is professional race car driver Aaron Telitz.

Aaron Telitz in his Pro Mazda championship-winning race car sponsored by Rice Lake.

Don't Miss Aaron's Races!

Watch Aaron's upcoming races in his Rice Lake Weighing Systems sponsored race car in the Indy Lights Series. Cheer on Aaron as he makes his Indy Lights Series debut and hopefully races his way to another Mazda Road to Indy championship!

2017 Schedule:

- April 21-23 Barber Motorsports Park, Birmingham, AL
- May 11-13 Indianapolis Grand Prix Circuit, Indianapolis, IN
- May 26 Indianapolis Motor Speedway, Indianapolis, IN
- June 23-25 Road America, Elkhart Lake, WI
- July 8-9 Iowa Speedway, Newton, IA
- July 14-16 Streets of Toronto, Toronto, Ontario
- July 25-30 Mid-Ohio Sports Car Course, Lexington, OH
- August 25-27 Gateway Motorsports Park, Madison, IL
- September 1-3 Watkins Glen International, Watkins Glen, NY

