

RFK RACING x TITAN FITNESS CAMPAIGN

Background

Titan Fitness and RFK Racing have joined forces to unveil the cutting-edge Human Performance Center in Concord, North Carolina. The center, covering 6,500 square feet, highlights a 4,800+ sq ft gym, 25-yard turf section, nutrition hub, physical therapy space, and dedicated staff areas. Our goal for this campaign was to spotlight RFK's drivers and pit crew, showcasing their race day preparations using Titan's equipment. We wanted to demonstrate that whether you're a working-class professional or a NASCAR driver, Titan Fitness equipment is the best option for achieving your fitness goals.

Speed & Sweat

YouTube Series

"Speed & Sweat" is a six-episode YouTube series that delves deep into the rigorous preparations of RFK Racing Team's pit crew and drivers. The series offers a glimpse into their training regimen, the obstacles they face, and the specific workouts they perform that help optimize their race day performance. It also showcases how Titan Fitness equipment plays an instrumental role in amplifying their training intensity, ensuring they're primed for every race.

[Watch Speed & Sweat on YouTube](#)



[Watch Episode 1 - Speed & Sweat](#)



[Watch Episode 4: Telvin McClurkin](#)



[Watch Episode 2: Brad Keselowski](#)



[Watch Episode 5: Dustin Lineback](#)



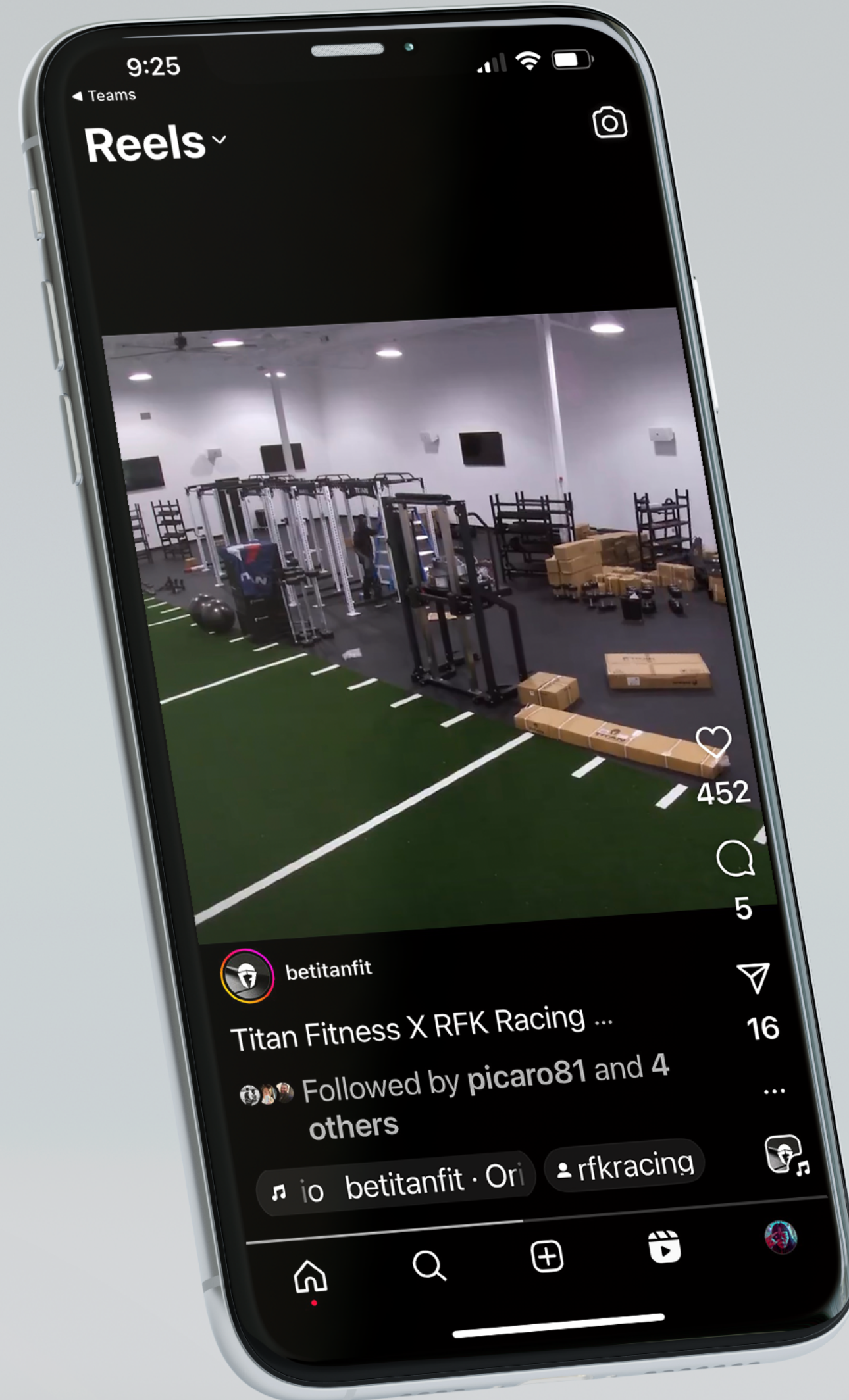
[Watch Episode 3: Nick Patterson](#)

Gym Build Photography



Gym Build Photography





Instagram Posts

1. [Gym Build Out](#)
2. [RFK x Titan Fitness Partnership](#)
3. [Why you have to be in shape to win a NASCAR championship](#)
4. [Nick Patterson - Jackman](#)
5. [Best Gym in Nascar?](#)
6. [Les Ebert Workout Philosophy](#)



Partnership Launch Email

[View Email](#)

Media

1. [Press Release](#)
2. [Sport Business Journal Coverage](#)