



Callaway Cars Using IoT 'Connected Car' Technology for Accelerated Product Development, Enhanced Driving Experience

[Callaway Cars](#) is piloting Internet of Things (IoT) capabilities to gather and to analyze Callaway Corvette Z06 SC757 performance data during on-road testing. Callaway can then apply its real-world driving insights from the IoT readings to advance product development.

Callaway Cars is working with product development firm Boston Engineering to design and to implement the ThingWorx IoT platform. Sensors in the Callaway Corvette Z06 collect performance data including speed, engine RPM, air intake temperature, and air outlet temperature. The car data is then transmitted to the ThingWorx cloud over a secure wireless connection where Callaway engineers can examine the readings. Callaway also plans to evaluate dealer and customer interest in accessing their Callaway car performance information via IoT.

“Our engineers approach vehicle systems and components without compromise, and we’ve been able to develop products that produce stunning power,” said Reeves Callaway, founder of Callaway Cars. “Working with IoT technology to capture and analyze data quickly can give us another highly effective method to evaluate our products’ performance.”



The company's [GenThree™ Supercharger](#) enables the Callaway Corvette Z06 to run 0-to-60 mph in only 2.8 seconds and to cover a quarter mile in 10.5 seconds at 131 mph. And it produces 757 bhp @ 6,500 rpm and 777 lb-ft @ 4,500 rpm (SAE). Plus, Callaway's three-element TripleCooled™ intercooler system eliminates the power-robbing heat soak phenomenon inherent in other superchargers for consistent performance on the road or at the track.

All Callaway Corvettes are prepared to Callaway engineering specifications by expert craftsmen in Callaway's Connecticut and California

factories. Callaway Corvettes are sold by select Chevrolet dealerships and maintained by all GM service centers.

“Callaway Cars exemplifies how an innovative manufacturer can use IoT to enhance R&D and to introduce new products for added business value,” said [Bob Treiber](#), president and co-founder of Boston Engineering. “We provide powerful IoT capabilities by combining best-in-class technology from partners PTC and ThingWorx with two decades of product engineering consulting experience.”

Callaway Corvette Multimedia

To learn more, watch [videos](#) of the Callaway Corvette Z06 equipped with IoT, and visit the [Callaway Corvette photo gallery](#).

About Callaway Cars Inc.

Headquartered in Old Lyme, Connecticut, Callaway Cars is a global leader in the manufacturing of specialty vehicles and performance products. Led by Reeves Callaway, Callaway Cars has achieved significant success in performance engineering for street and motorsport applications. Technological sophistication, design artistry and craftsmanship are hallmarks of the company’s vehicles and products. Other companies under Callaway ownership include Callaway Carbon, which produces high value composite parts for aerospace and defense, Callaway Engineering, which delivers a full range of contract engineering and manufacturing services and Callaway Competition, which has one of the most successful GT3 race teams in FIA history.

Callaway Competition develops, campaigns and supports Corvette racecars for national and international series around the world. Authorized by GM, Callaway Competition GmbH is the exclusive constructor of the Corvette C7 for GT3 competition outside of North America. For more information, visit callawaycars.com or call (860) 434 9002.