



Gatorade In-Car Drinking System (G.I.D.S.) Fact Sheet

What It Is:

The Gatorade In-Car Drinking System (G.I.D.S.) is the most highly advanced in-car hydration system ever used in the sport of stock car racing. The system allows NASCAR drivers to drink cold Gatorade throughout the entire duration of a race to help them stay better hydrated even as temperatures inside the car soar as high as 130° F.

Developed by:

The Gatorade Sports Science Institute (GSSI) with input from NASCAR drivers and their crew teams.

Why:

The combination of a hot environment and lack of fluids can lead to dehydration for a NASCAR driver, which can have a negative impact on performance. Also, previous in-car drinking options made it very challenging for drivers to drink enough cold fluid to stay adequately hydrated during a race.

Research conducted by the Gatorade Sports Science Institute (www.gssiweb.org) with NASCAR teams indicates that drivers typically do not do a good job fully replacing the fluid and electrolytes they lose in sweat during a race. In fact, **drivers can lose ten pounds of fluid in a three-hour race** – similar to what a professional football player can lose in a three hour practice.

When a NASCAR driver is dehydrated, his hand/eye coordination decreases, he may experience physical and mental fatigue, and his reaction time increases.

How the Gatorade In-Car Drinking System Works:

The Gatorade In-Car Drinking System can be explained in three simple steps:

- **Load.** First the system's fluid reservoir is loaded with three-plus quarts (100 ounces) of cold Gatorade, tightly insulated to maintain a consistent cold temperature throughout a race.
- **Lock.** Once sealed, the system can be locked into place anywhere in the vehicle.
- **Drink.** Connected to a battery-operated pump, fluid is pushed from the reservoir through an insulated delivery tube. Designed to meet a driver's individual needs, G.I.D.S. is available in two different forms:
 - A hands-free option allows a driver to keep his hands on the wheel at all times by having the fluid delivery tube connected through his helmet and available right by his mouth where he can bite down on the end to receive fluid.
 - An alternate option allows a driver to keep the fluid delivery tube nearby and put it in his mouth as needed to receive fluid

System Benefits:

- Insulated temperature-control allows fluid to stay cold – at 45° F or cooler – throughout an entire race for up to six continuous hours
- Easy fluid delivery from the fluid reservoir to a driver's mouth
- Hands-free (optional)
- 3+-quarts (100 ounces) fluid capacity ensures driver has access to enough fluid for an entire race
- System is light-weight – 14 lbs. (with fluid)
- Durable enough to last for an entire season
- Withstands a 50G crash test

Location in Car: The Gatorade In-Car Drinking System is designed to be flexible enough to be placed anywhere in the car at the crew chief's discretion

More than 20 Nextel Cup Drivers have the Gatorade In-Car Drinking System including Jimmie Johnson, Ryan Newman and Matt Kenseth