



Gatorade In-Car Drinking System (G.I.D.S.) “By The Numbers”

130° Fahrenheit

The in-car temperature during a NASCAR race

10 Pounds

The amount of fluid and electrolytes a driver can lose during a three-hour race – same as a professional football player can lose during a three-hour practice – according to research conducted by the Gatorade Sports Science Institute (GSSI)

621 Days

How long it took GSSI to develop the Gatorade In-Car Drinking System., beginning in June 2001, when GSSI scientists conducted hydration testing with Matt Kenseth and Mark Martin during practice runs at the Chicago Motorland Speedway to determine in-car environment and how much fluid and electrolytes a driver can lose

100+ Ounces (or 3+ quarts)

The amount of Gatorade “G.I.D.S.” can hold

45° Fahrenheit

How cold the Gatorade stays in the Gatorade In-Car Drinking System

2 Percent

Amount of dehydration that negatively impacts an athlete’s performance. (Only 3lbs. in a 150lb. person)

6 Continuous Hours

How long the Gatorade can stay cold in the Gatorade In-Car Drinking System

14 Pounds

How much the Gatorade In-Car Drinking System weighs (with fluid)

50 G Force

How hard of a crash the Gatorade In-Car Drinking System can withstand

20+ Teams

The number of NEXTEL Cup teams who own the Gatorade In-Car Drinking System