

Nextivity Enters Partnership with NASCAR Engine Supplier



NASCAR Cup Series driver Brad Keselowski (6) at the Goodyear 400 at Darlington Raceway on March 22, 2026. Keselowski's Roush Fenway Keselowski Racing Ford is powered by Roush Yates Engines, which recently formed a partnership with San Diego-based wireless communications technology company Nextivity. Photo courtesy NASCAR via Getty Images

TECH: Wireless Co. Supporting Connectivity for Roush Yates

■ By ELI WALSH

SAN DIEGO – Nextivity is moving into the fast lane.

The wireless communications technology company announced a strategic partnership in mid-March with **Roush Yates Engines**, providing enhanced wireless connectivity and operational efficiency at the company's advanced manufacturing and engine development facilities.

Roush Yates Engines is the exclusive engine supplier for Ford Racing teams in NASCAR's top two racing divisions and provides engines for Ford Racing teams in the **International Motor Sports Association's** Michelin Pilot Challenge.

"I think wireless communication and the reliability of wireless communication is in the forefront of the minds of all these folks that are involved in NASCAR," Nextivity CEO **Michiel Lotter** said. "And so that was a really good connection for us."

Keeping the Phones Working

While the company has primarily served entities like global businesses, school districts and public safety departments in need of improved wireless communications connectivity, Nextivity has been working within the NASCAR ecosystem for roughly a year in the lead-up to announcing the strategic partnership.

According to Lotter, Nextivity will place sensors into the manufacturing space of

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Roush Yates Engines' main facility in Mooresville, North Carolina, to collect data about assets inside the building and its work processes.

But the most significant benefit to Roush Yates will be more rudimentary, Lotter said.

"First and foremost, the day we turn on the Nextivity system, their phones are going to work," he said, adding, "our hope is that this additional information that they can get from the (internet of things) aspect of the network that we would install, that that would help them to improve their operations."

Lotter co-founded Nextivity in 2006 and has served as CEO since 2021. The company's client base has grown to extend across the world, with half of its annual revenue coming

from outside of North America. Nextivity has also grown at an overall rate of roughly 20% each of the last two years.

The partnership with Roush Yates could eventually present additional opportunities to Nextivity, Lotter argued, such as working with individual racing teams to bolster their connectivity capabilities at the track during a race.

"I think the ultimate is to be a team sponsor as well," Lotter said. "I think as we gain momentum in that ecosystem, we get to know more people, it's definitely something that we would love to work towards, but for us, the partnership that we have right now is a great first step."

Operating at 'Peak Efficiency'

Roush Yates Engines has provided engines to NASCAR's teams using Ford power since 2004, when **Robert Yates Racing** owner **Robert Yates** merged the team's engine department

with that of rival Roush Racing, now known as **Roush Fenway Keselowski Racing**.

Roush Yates Engines, now helmed by Robert Yates' son **Doug Yates**, provides more than 900 engines each year and the company's engines have powered dozens of wins and five championships for NASCAR Cup Series teams over the last 22 years.

The company also operates a CNC manufacturing division, Roush Yates Manufacturing Solutions, providing high-performance engine components as well as CNC manufacturing for the aerospace, defense and medical industries.

"Seamless communication across our facilities is critical to maintaining our competitive edge in NASCAR and manufacturing solutions for various industries that include aerospace, defense, space, and medical," Roush Yates Manufacturing Solutions CEO **Todd**

English stated. "Aligning with innovative partners like Nextivity ensures our team can operate at peak efficiency without interruption."

While Nextivity is primarily known for its wireless connectivity solutions, Lotter argued the company differentiates itself through its ability to integrate public network access, private network access along with facility sensor systems."

"I think we are seeing that enterprises are, more and more, starting to ask the question, 'what else can you do for me? You want to fix my phone but what else can you do for me?'" Lotter said. "And I think we're in a very unique position to answer that questions and to be proactive and bring significant change into a company." ■



NASCAR Cup Series drivers Joey Logano (22) and Ryan Blaney (12) at the Straight Talk Wireless 500 at Phoenix Raceway on March 8, 2026. Logano and Blaney's Penske Racing Fords are powered by Roush Yates Engines, which recently formed a partnership with San Diego-based wireless communications technology company Nextivity. Photo courtesy NASCAR via Getty Images

Nextivity

FOUNDED: 2006
CEO: Michiel Lotter
HEADQUARTERS: San Diego
BUSINESS: Wireless communications equipment
EMPLOYEES: About 85
WEBSITE: nextivityinc.com
CONTACT: info@nextivityinc.com
NOTABLE: Nextivity's products are used in more than 200 networks around the world.