

## The Heat of Competition

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### Helping Racers Stay Cool Behind the Wheel

In a sport that requires strength, fast reaction timing, and concentration under intense conditions and high temperatures, staying cool offers a competitive edge. That's why COOLSHIRT partnered with Shea Holbrook, a six-race winner in the [Pirelli World Challenge Touring Car class](#).

To the uninitiated, touring car racing is a motorsports competition between heavily modified, road-worthy cars. Imagine racing in a souped-up version of your Honda Accord, pushing the limit on straightaways and hairpin turns, and you'll get a sense of what makes the sport special.

Holbrook is a nationally recognized driver whose 10 years of racing accomplishments include winning the Long Beach Grand Prix in 2011, making her the first woman to place first in a major Touring Car race at the venue. She's also the owner of the Shea Racing team, which she founded with her father.

As a successful competitor and business leader, Holbrook has proven she has what it takes to stay cool under pressure. A partnership with COOLSHIRT has helped make that more than a metaphor.

"One thing we can keep constant to ensure driver focus is maintaining the right temperature in the cockpit," Holbrook says. "That's why we rely on COOLSHIRT SYSTEMS. They provide one very important element to our success and safety on the track."

Holbrook's team of cars uses COOLSHIRT's [body cooling club system](#), a compact active cooling engine ideal for drivers who have limited space or shorter race durations. For safety, drivers combine it with our [2Cool FR shirts](#), which are SFI 3.3-certified flame-retardant. The cooling engine circulates chilled liquid around the garment throughout staging and races, preventing dehydration and helping drivers focus on the course.

Visit [Shea Holbrook's website](#) to learn more about her team and upcoming races, and find out about all of [COOLSHIRT'S motorsports products](#).



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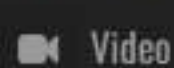
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