



SW4 Steering Wheel

The Power of an AiM Dash at Your Fingertips



Host:

Roger Caddell

AiM Sports - National Training Manager

Co-Host:

James Colborn

JamesColborn.com



[aimsports.com](https://www.aimsports.com)

Tuesday April 30th, 2024

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Co-Host:

James Colborn

www.jamescolborn.com



- Avid Formula Ford Racer, Motorsports Enthusiast and SIM Racer
- Producer of AiM Sports "How To" Videos on YouTube (Since 2012)
- Voice of **AiM Academy** for AiM Technologies (AiM United Kingdom)
- This is His 12th Time Co-Hosting in our AiM Sports Webinar Series



aimsports.com

www.jamescolborn.com

James Colborn

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SW4

Quick Overview



SW4 Steering Wheel

Quick Overview

Evolution of the Formula Wheel



SW4 is the Latest in a Long Line

FORMULA
STEERING WHEEL



FORMULA
STEERING WHEEL 2



FORMULA
STEERING WHEEL 3



SW4



DATA LOGGER
(E.G. EVO4)



DATA LOGGER
(E.G. EVO5)



NO DATA LOGGER
(ALL IN ONE)



SW4 Steering Wheel

Evolution of the Formula Wheel



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What is the SW4 like?

After 1 Year of Running One



THE THINGS I IMMEDIATELY LOVED

- 1 CAPABILITY**
Latest technology allowing for every AiM function to work
- 2 VERSATILITY**
Works in any application (Formula, GT, Sedan, ATV etc.)
- 3 CUSTOMIZATION**
Unlimited dash configurations in a Formula Wheel
- 4 TACTILE (PHYSICAL DIALS)**
Big and easy to use buttons and dials when racing
- 5 ALL-IN-ONE (SPACE SAVING)**
No need for extra space for logger (e.g. EVO4S)
- 6 LOGGING DRIVER BUTTON DIAL ACTIVITY**
When did I hit that button, turn that dial?

THINGS WITH A LEARNING CURVE

- 1 CONFIGURATION**
The learning curve for buttons and dials needs education
- 2 CUSTOMIZATION**
Let's just call this the size 12 font problem!
- 3 REDUNDANCY**
You may end up with buttons you won't use
- 4 USE WITH OLDER RACE CARS**
Invest in things like RPM filters to make it work
- 5 DATA DOWNLOAD**
No WiFi, Memory Module won't work so USB only

SW4 Steering Wheel

Experiences with an SW4



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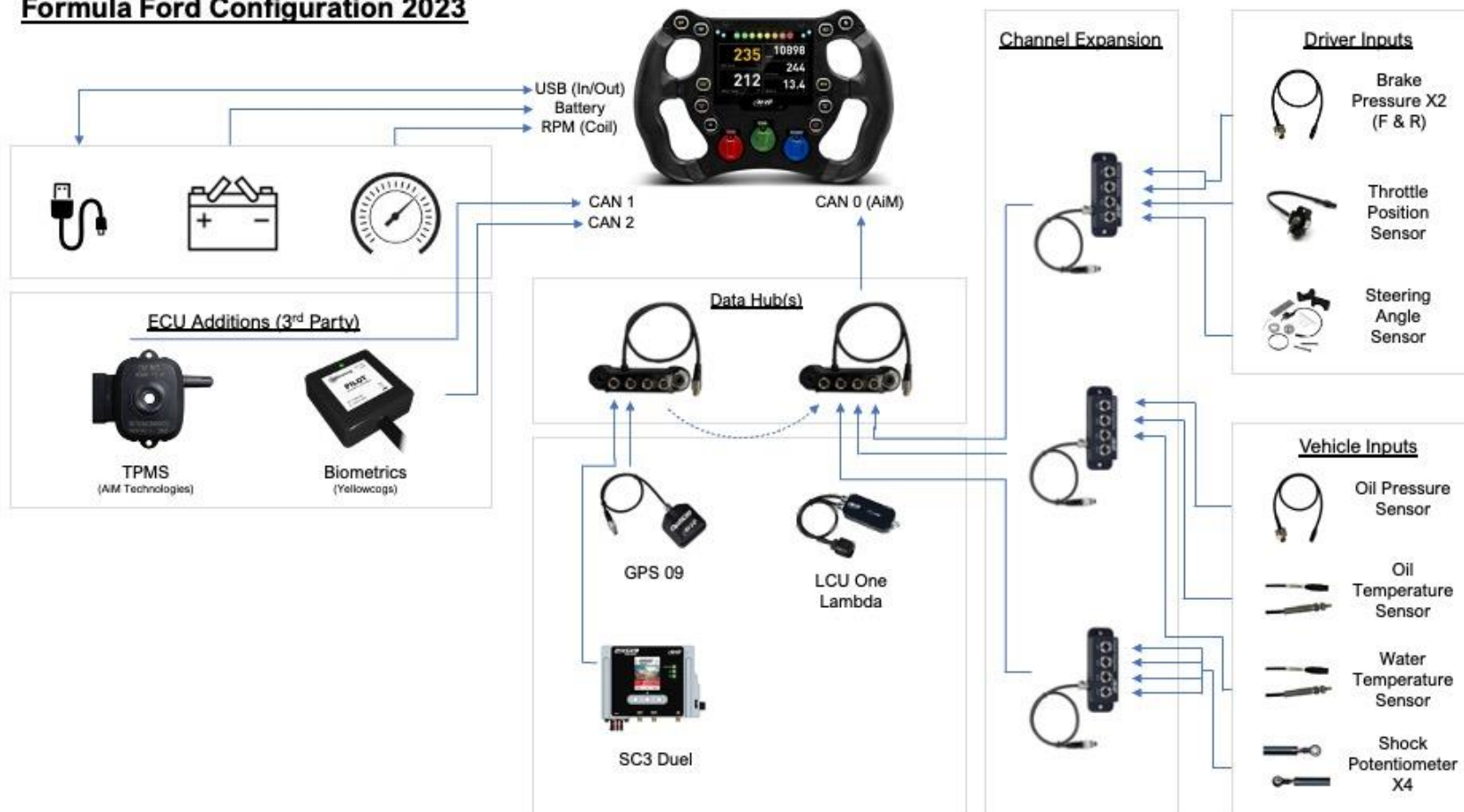
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SW4 Versatility & Capabilities

You Name the Scenario, the SW4 Just Works



Formula Ford Configuration 2023



SW4 Steering Wheel

SW4 Versatility & Capability

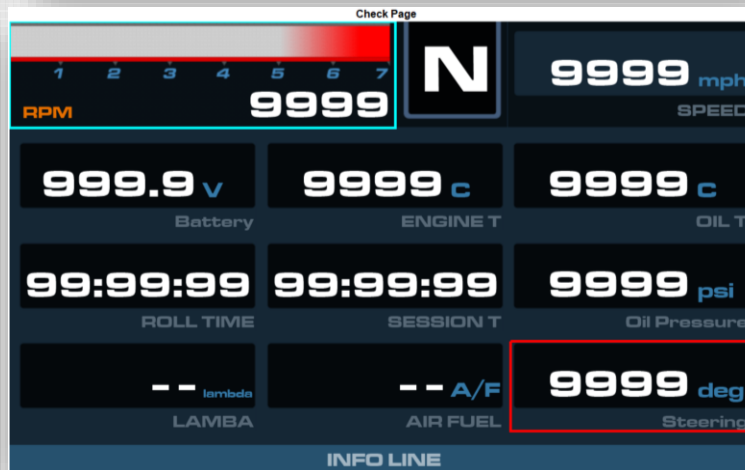
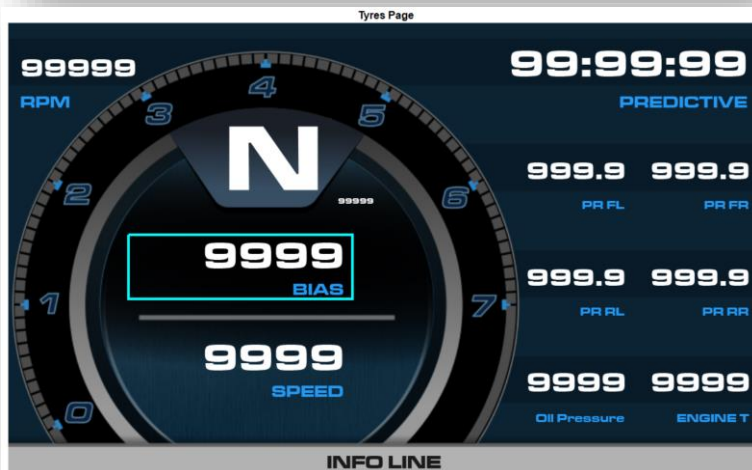
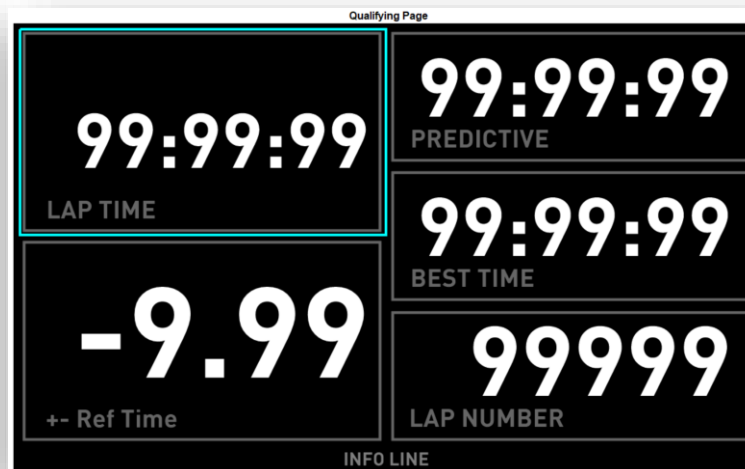
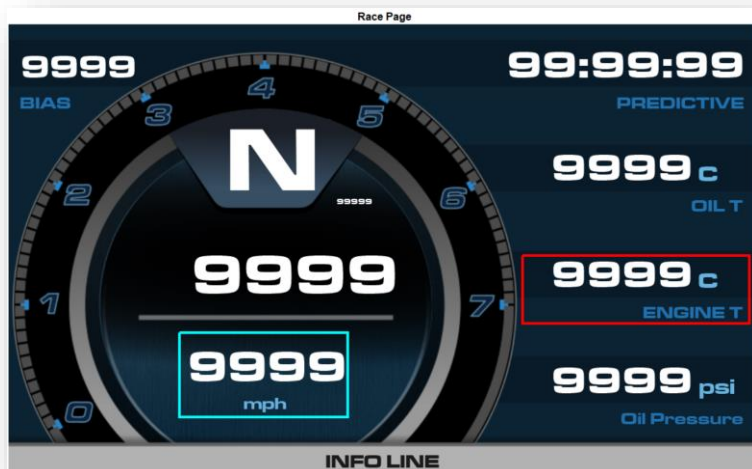
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SW4 Customization

Endless Possibilities for Personal Preference



SW4 Steering Wheel

SW4 Customization

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SW4 Tactile (Physical) Features

At 100+ MPH These are Really Easy to Use!



SW4 Steering Wheel

SW4 Tactile Features



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If You Have Questions



LIVE DEMONSTRATION

SW4 Steering Wheel

Live Demonstration

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We Have Answers!
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LearnFast™ E-Training Videos



Currently **238** Videos and Growing

YouTube www.youtube.com/aimdata

15-7
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If You Have Questions

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Tuesday April 30th, 2024

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We Have Answers!
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#173

- All New 2020 - 24 Live Webinar Videos
 - Software Updates with Race Studio 3
 - Pre-Calculated Gear Position Function
 - Configuring WiFi Communication
 - Customizing AiM Device Logos
 - Race Studio 3 Basic Configuration - Part 1
 - Race Studio 3 Basic Configuration - Part 2
 - **I Have Downloaded my Data, Now What - Part 1*
 - **I Have Downloaded my Data, Now What - Part 2*
 - GPS Lap Insert
 - Selection Criteria
 - Data Views
 - Sensor Calibration
 - Measure Units
 - Conditional Alarms
 - Sort Channels
 - Gear Position
 - Test Properties
 - Firmware Update
 - Per Lap Color
 - Solo Configuration
 - Export Tests
 - Transmit Tracks
 - Channel Reports
 - Gps Manager Overview
 - Setting Time
 - New GPS Track
 - Track Mapping
 - Webinars
- * *Most Popular and Recommended*

Finding Speed with Data
The Universal Goal for All Racers



Host:
Roger Caddell
AIM Sports - National Training Manager

Co-Host:
David Smith
KarltonRacing.com

 aimsports.com

Tuesday April 9th, 2024

LearnFast™

Webinar Series
Bringing Data Support and Training to You

Data Download Options
In Race Studio 3

March 31st, 2020

www.aimsports.com

 1.800.718.9090

Additional Materials

LearnFast™ E-Training Videos

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We Have Answers!
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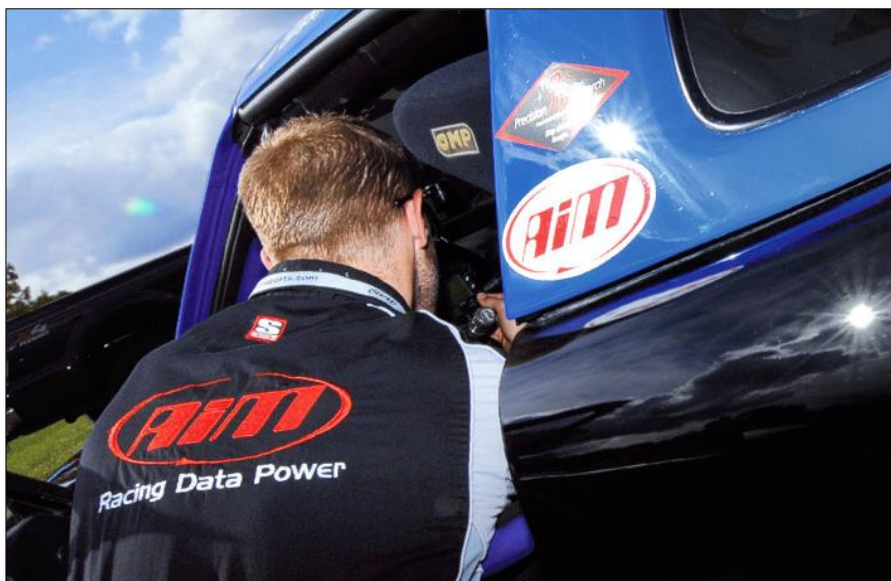
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Customer Support



AiM Sports Technical Support Staff Regularly
Attend Races and Other Events

Look For Us At An Event Near You
Or Call Us At **800.718.9090**



Customer Support

At An Event Near You!

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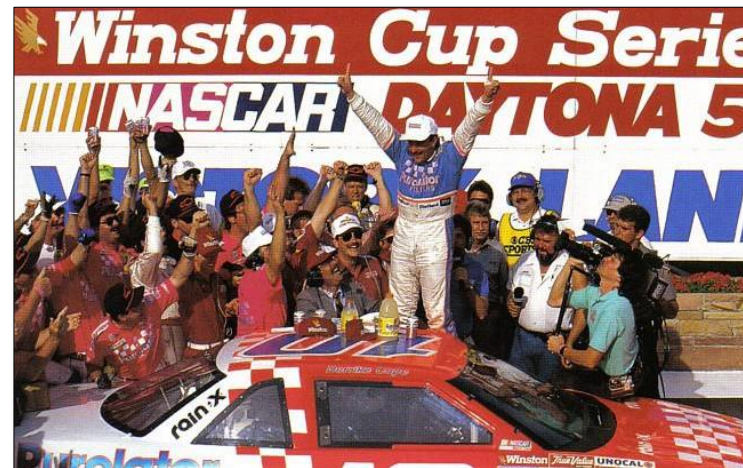
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Next AiM Sports Webinar

Tuesday, May 14th, 2024 – 6pm Pac / 9pm East



1990 Daytona 500 Winner Derrike Cope



Host:

Roger Caddell

AiM Sports - National Training Manager

Guest Derrike Cope: Talking about Racing Professionally, the Early Days of Data, Winning the Daytona 500, and How He is Now Using Data to Help the Next Generation of Racers

Next Webinar

2nd & Last Tuesday of Each Month

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Contact Information



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