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RPM RACEWAY

Gamification is the next level of experience offered by the 'go-kart forward' RPM brand.

with him and seeing things being built in real-time," he says. "Then we'd go home and build Lego sets or get on the computer and build homes in The Sims together."

Just as with Lego bricks, all the components for an indoor electric go-kart venue had to fit together perfectly.

"We are not a family entertainment center that has a bunch of attractions mixed together, trying to hit every age and demographic," Farage says. "We are very much a go-karting-forward family entertainment center. You see that in our branding and identity and in the way we talk about ourselves, in our mission and our values, and especially in our spaces."

## Indoor Go-Kart Experiences Level Up at RPM Raceway

How RPM Raceway's owners capture visitor interest with new offerings and attractions

by Dawn Allcot

THE BOUNDARY BETWEEN ESPORTS AND REAL-WORLD ATTRACTIONS continues to shrink. RPM Raceway, a multi-location, "go-kart-forward" family entertainment center, continues to leverage the interest in friendly competition and adrenaline-fueled play with upgrades across their brand, from new go-karts to a fresh game format.

Combining live racing with game-style strategy, holographic projections, and real-time LED race monitoring, Kart Klash attracts thrill-seekers and video game enthusiasts alike. Meanwhile, the upgrade to industry-leading Sodi go-karts opens RPM Raceway to a new market of serious racers.

For father-and-son entrepreneurs Eyal and Andrew Farage, it's all the next phase in a shared passion that began with a cross-country road trip. Funworld spoke with Andrew Farage to discuss the evolution of their endeavor and future expansion plans.

### From Passion to Profits

"We went go-karting in Los Angeles, and that's where I had the idea to build a next-generation electric go-kart experience back home—as close to New York City as we could get," says founder and COO Andrew Farage.

At the same time, Farage says, his father Eyal was looking to diversify beyond the construction industry. Drawing on Eyal's experience as a business owner, the pair worked together—just as they had building Lego kits when Andrew was younger.

"My earliest memories are being on the job site

### Immersive Entertainment Offerings

The Farmingdale, New York, location boasts what the Farages share is the world's longest go-kart track, a 3,600-foot MegaTrack that earned a Guinness World Records title in 2025. Even so, it can only accommodate 35 racers at a time. Because of this, Andrew explains, "We have a fly-wheel of other immersive entertainment offerings."

These include AAA games, a redemption center, a Hyperdeck VR arena, Gel Blasters, racing simulators, and mini bowling to keep visitors occupied for longer than a few races.

With every addition, the founders seek out activities that complement the thrill of racing. "People are coming into RPM ...

for that immersive, thrill-seeking experience," he says.

For instance, Gel Blaster games—which Farage describes as "laser tag meets paintball in a co-operative multiplayer shooting experience"—give visitors an added dose of adrenaline at the Stamford, Connecticut,



location. If Kart Klash missiles miss opponents on the racetrack, visitors have a second chance at bragging rights in a game of strategy, speed, and aim on foot.

## Expansion Considerations

Since launching the New Jersey location in 2010, RPM Raceway has grown to four locations: the Farmingdale (Long Island) and Stamford locations along with standalone facilities in Jersey City, New Jersey and inside the Destiny USA mall in Syracuse, New York where it enjoys a steady stream of walk-in customers.

Farage acknowledges that opening and running multiple locations posed a new set of challenges. "You have to have a consistent product offering so that your guests can have a similar experience no matter which location they go to," he shares.

This philosophy led to a series of upgrades, with Stamford leading the charge. "Stamford is pretty set with all the bells and whistles," Farage says.

Long Island is the second location to offer Kart Klash and the team is in the process of building out its food and beverage offerings, along with space for Gel Blaster games. Jersey City is poised for a major renovation this year, which will bring it up to speed with Long Island and Stamford.

Managing multiple locations was a big jump for the Farages as the brand grew. They had to build teams that could deliver the same level of service they committed to offering as a family-owned business.

"You need consistency in operations, policies, procedures, and SOPs [standard operating procedures]," Farage says.

## Industry-Leading Technology

While the add-ons keep crowds at RPM long after the last go-kart lap and stellar service keeps them coming back, the FEC has built its success by hyper-focusing on its core offering: go-kart racing.

Since RPM caters to both family entertainment consumers and professionally oriented go-kart racers, the facility is in the process of upgrading all four venues to Sodi karts, which Farage describes as "the global leader" in the field.

The Sodi RSX2 models used are easily adjustable, comfortable to drive, and



RPM RACEWAY

feature a virtually noiseless engine. Because they are electric, they are also eco-friendly.

The karts are equipped with RPM's proprietary racing technology platform R-Tech, delivering real-time race analytics and performance tracking to a steering -wheel-mounted LED.

## Bringing Competition to the Track

The new technology also enables another format of racing, the first-of-its-kind Kart Klash. The game encourages friendly competition as racers aim to collect power-ups—displayed as LED holograms on the track—toss TNT to slow down opponents, and, ultimately, finish first.

The competition keeps enthusiasts and families coming back for racing and retribution.

Once racers are hooked on the format, RPM Raceway generates customer loyalty through money-saving memberships and racing bundles.

## Building a New Generation of Racers

A segment of RPM's customer base takes racing very seriously, and the company caters to that market as well.

The upgrade to Sodi karts enabled RPM to tap into the manufacturer's network of mobile events, leagues, and standings. "When you race, you get your times to the millisecond," Farage says. "Anyone who cares about progression can link their account to the Sodi World Series."

For the upper echelon of racers, the Sodi World Series is held live in Europe in the spring and summer, attracting enthusiasts, pro racers, and Formula One scouts.

RPM also offers league racing, clinics, camps, and lessons, forging a path to professional racing. "Formula One continues to dominate in the U.S.," Farage says. "The common denominator across Formula One race drivers and all motocross drivers is that they start in a go-kart. If we can be that outlet in a recreational setting that sparks the excitement or interest to take racing a little bit more competitively, then we have done our job." 



**Dawn Allcot** is a seasoned freelance writer with more than 20 years experience. Her work has been featured in outlets including GoBankingRates, TheStreet, CNET, MSN, and Nifty50Plus. A theme park and roller coaster enthusiast, Dawn also shares her favorite travel tips at GeekTravelGuide. Connect with her on [LinkedIn](#).

