



# Speedway Motors kicks into high gear with a smooth and fast checkout process.

Full Braintree integration revved up to a fine-tuned experience to help increase conversion.

Speedway Motors is America's Oldest Speed Shop®, offering parts for rodding and racing since 1952 when his wife loaned "Speedy" Bill Smith \$300 to start the business. Speedway Motors knows their customers are impressed by speed and can't sit around waiting on a part. That's why, along with their industry-leading fast delivery, Speedway Motors needs to make sure their online shopping experience is also firing on all cylinders.

## Challenge

Having hit some potholes with previous vendors, Speedway Motors needed a partner that could keep pace as they undertook a complete overhaul of their website and mobile experience. They hoped to give customers a quick and smooth checkout process by eliminating potential roadblocks.

## Solution

Along with the upgrades across Speedway Motors' website, mobile, call center, and POS, Braintree brings efficiencies that can only come from having one, integrated solution. "Especially during our redesign in the past year, we've deepened our PayPal relationship, exploring and maximizing the numerous tools Braintree brings to the table," said Ryan Ebke, Director of Product & Technology for Speedway Motors.

## Outcome

The addition of Braintree helped remove some of the friction that often leads to cart abandonment during the checkout process. "If you're a PayPal customer, it's totally streamlined. One or two clicks, and you're out," continued Ebke. By using PayPal, customers have a trusted and seamless way to pay that is thoroughly integrated into each of Speedway Motors' shopping experiences. Product Manager Andrew Boellstorff added, "The payment checkout flow is greatly improved from pre-design and will keep improving as more capabilities get utilized in the Braintree UI." Meaning, they aren't letting up, and the green flag is still out.

After integrating with PayPal Commerce Platform powered by:

**Braintree**  
A **PayPal** Service

“ You can design a great site, however, if you do not have the technology to back it up, it is irrelevant. We want to ensure our customers have a great experience on our site. The most critical step is processing transactions successfully. The PayPal and Braintree teams have been really strong in their support. ”

- Andrew V. Boellstorff  
Senior Product Manager  
Speedway Motors

**20%**

Fewer steps to complete checkout

**40%**

Faster load time

Note: Data based on the business's own internal data from 2020. Results may not be typical and may vary substantially by business.

