

**CF Jordan Construction**  
**Traxxas Groundbreaking Event**

**Radio Control Car Action**

June 10, 2011

<http://www.rccaraction.com/blog/2011/06/10/traxxas-corporate-complex-relocation-announced/>

Traxxas and CF Jordan Construction, general contractor, are hosting the groundbreaking ceremony for the Traxxas corporate complex, relocating to the flourishing Craig Ranch community. The headquarters move is a positive change for local economic development.

The Groundbreaking ceremony takes place on Monday June 13 at 9:00am at the future home of Traxxas at the corner of Stacy Rd. and Henneman Way in McKinney, TX.

The relocation of the Traxxas corporate complex will feature the new office building, museum/auditorium, and distribution center. The new complex will cover nearly 16 acres of land and will bring new residents and new jobs to the McKinney community. The Craig Ranch will continue to flourish with new appealing developments such as Traxxas.

## **Radio-controlled excitement: Traxxas gives test drives at preview event**

By Chris Beattie, [cbeattie@acnpapers.com](mailto:cbeattie@acnpapers.com)

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[http://www.scntx.com/articles/2011/06/10/news\\_update/292.txt](http://www.scntx.com/articles/2011/06/10/news_update/292.txt)

People driving by Craig Ranch on the Sam Rayburn Tollway this weekend might not have the fastest or coolest cars in the area. Several hundred yards away, much smaller, driverless cars will be moving 70 mph and doing flips.

Traxxas wants McKinney residents to know what's coming, so the industry leader in hobby class, radio-controlled (R/C) cars is teaming with Craig Ranch to offer a day of test drives and demonstrations.

"It's a preview of what we're bringing to the community," said Damron Atkins, marketing manager for Traxxas. "Some people don't know about our high-performance cars, trucks and boats, but they need to. They'll see firsthand how cool they really are."

Traxxas will hold its free event from 9 a.m. to 1 p.m. Saturday at Van Tuyl Plaza in Craig Ranch. The company announced last summer that it will move its corporate headquarters to McKinney, and construction of the nearly 200,000-square foot, campus-style office complex is set to begin within the next 30 days.

Attendees will get the chance to test drive Slash short-course trucks while Traxxas employees race, flip and jump other R/C models. Local band, Andrew Delaney and the Horse You Rode In On, will provide live music, and every guest will receive a free 40-page Traxxas catalog and a DVD chronicling race events around the country.

Holly Bates, lifestyle director for Craig Ranch, asked Traxxas several weeks ago if it would show off its products as a hands-on preview for the coming headquarters. She attended a press conference with Traxxas executives almost a year ago. After she got her own test drive, she knew others should experience the same thrill.

"We usually organize things for just Craig Ranch residents," she said, "but this company needs to be introduced to the whole community. These cars are definitely not your dad's or kid's toys. They're really fun and exciting."

Traxxas sells its cars, trucks and boats at hobby dealer stores, Pep Boys, Kawasaki stores and 4 Wheel Parts Performance Centers. Some of the products travel between 30 and 70 mph, and prizes range from less than \$200 to over \$1,000.

The company and CF Jordan Construction will host a groundbreaking ceremony for the headquarters complex at 9 a.m. Monday. The \$15 million project is to be built on a 29.5-acre site at the northwest intersection of Stacy Road and the Sam Rayburn Tollway.

The complex will include a three-story office building, a distribution center and a 75,000-square foot museum and auditorium building. Corbett Nichter, managing executive vice president for CF Jordan Construction, said that the facility will be one of a kind.

"We firmly believe this is going to be one of the most unique facilities in the country," he said. "It's going to be bleeding edge, which means it will be very progressive in how it looks and extremely sophisticated."

As a LEED Silver project, the headquarters also will be energy efficient. Nichter said that the construction company was happy to help Traxxas CEO Mike Jenkins achieve his innovative goals.

"It's been great working with Mike Jenkins," Nichter said. "He knows exactly what he wants, and we're excited to turn his vision into a reality."

Construction is set to be completed in about 16 months, so other than views on progress from Sam Rayburn Tollway, this weekend will be residents' best opportunity to see what's coming. Kent Poteet, director of marketing for Traxxas, said that the company couldn't have found a better fit than McKinney.

"We've got a big future planned," he said. "We're bringing some energy, excitement and a high-performance car atmosphere to a great place to grow our business."

## **Making new Traxxas: RC car company unveils plans for new 30 acre facility**

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[http://www.courier-gazette.com/articles/2011/06/16/mckinney\\_courier-gazette/news/9740.txt](http://www.courier-gazette.com/articles/2011/06/16/mckinney_courier-gazette/news/9740.txt)



Berenice Quirino/Staff photos - Daniel Wood, a Traxxas employee, demonstrates the Slash 4X4 radio-controlled car Saturday morning at the company's free preview at Craig Ranch. Attendees were able to test out the cars as well.

**By Danny Gallagher, [dgallagher@acnpapers.com](mailto:dgallagher@acnpapers.com)**

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Traxxas' new 30-acre campus won't just be a string of bland office buildings that blend in with McKinney's business community.

"It will reflect the vision and desire of the owner to just as cutting edge as their technology," said Corbett Nichter, managing executive vice president of CF Jordan Construction.

The nationally recognized radio controlled car manufacturer and developer officially broke ground on a patch of land near Stacy Road and Henneman Way on Monday that will house three facilities for the company's new headquarters sometime in the tail end of 2012. They also gave the community a taste of what's to come with a free public demonstration of their fastest radio controlled cars on Saturday.



Berenice Quirino/Staff photos - Daniel Wood, a Traxxas employee, demonstrates the Slash 4X4 radio-controlled car Saturday morning at the company's free preview at Craig Ranch. Attendees were able to test out the cars as well.



The plans for the 30-acre campus include three buildings that will house each of Traxxas' major departments. They include a 90,000 square foot facility for their main offices, a 75,000 square foot distribution center and an 80,000 square foot multi-purpose building that will house a museum featuring a permanent exhibit of the company's car models and designs, an auditorium, and an outdoor test track.

"They've got just a ton of cars that they can use to model their products off of," Nichter said.

Even though company and city officials held a groundbreaking on Monday, principal construction won't start until next month.

"We've got some things to go through with the city on," Nichter said. "We've got a new site plan that needs be approved but it's all just formalities."

The buildings will also meet the U.S. Green Building Counsel's guidelines for Leadership in Energy and Environmental Design (LEED) status to maintain environmental sustainability by using eco-friendly building materials and incorporating recycling and low-energy usage methods into the building's final design, Nichter said.

"These are going to be LEED silver buildings," he said. "Essentially that means it's going to be energy efficient. It will also contain many recycled materials and be environmentally sensitive."

The look for the buildings aim to match the company's style and flair for its product with a sleek, cutting edge design, he said.

"It's very cool," he said. If you've seen the artist's rendering, you'll see that it's absolutely wonderful. I do believe it's one of the most visually stunning campuses that we will have built in the next year and a half."

The project is expected to take 16 months to complete and will require 600 workers to fully complete its construction and inspection during its entire run, Nichter said.

"(Traxxas owner Mike Jenkins) is really making a huge commitment with the community because it's going to

sustain quite a few families for a while with this building job," Nichter said.