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Transforming Track Development: OTR Launches TrackIQ™ AI-Assisted Custom Track Design at Equip Expo 2026

LOUISVILLE – A track concept design process that once took months can now be accelerated into as little as one day with TrackIQ™, OTR Engineered Solutions' (OTR) innovative AI-accelerated platform. Officially launched at Equip Expo 2026, TrackIQ combines more than 40 years of OTR engineering expertise, AI technology and customer collaboration, providing custom rubber track designs for OEMs and distributors.

With TrackIQ, we are harnessing the power of AI to transform track development into a faster, more collaborative, and customer-focused process," said Patrick Sexton, Global Vice President of Engineering, Innovation and Quality at OTR Engineered Solutions. "The platform enables us to work with customers in real time, incorporate their aesthetic and performance requirements, and rapidly generate 3D track concepts for immediate review and evaluation."

TrackIQ further accelerates the design process by providing detailed trade-off analyses that enable OTR engineers and customers to compare tread patterns across key performance criteria, including traction, ride quality, handling, and durability. This collaborative approach helps customers confidently select a design that balances visual appeal with the performance characteristics required for their application.

As soon as the concept is selected, OTR engineers will build a physical 3D representation of the track and provide it to our customers to support final sign-off before committing to prototype tooling.

"TrackIQ is our newest solution in a growing family of innovations, reinforcing our mission to develop high-quality products that deliver measurable results," said Oscar Torres, CEO of OTR Engineered Solutions. "It reflects our forward-thinking approach and our continuous commitment to applying technology in practical ways that make our customers' lives easier."

TrackIQ joins TreadIQ™, OTR's AI-assisted tire concept design technology, and OTR3DLab™, its large-scale physical prototyping capability, as part of OTR's expanding AI-accelerated design and engineering approach. Together, these capabilities help customers move more efficiently from application-specific requirements to engineered concepts and physical evaluation.

OTR is currently the first—and only—company to offer this type of AI-assisted custom track design service, further advancing the company's position as an innovator in off-the-road product development.

OTR Engineered Solutions is a market-leading global enterprise specializing in off-the-road tire, wheel, and track solutions for original equipment manufacturers (OEMs) and aftermarkets. Known for being an innovator in multiple off-the-road applications, OTR differentiates itself by providing value-added services such as warehousing, tire mounting, and sequencing, among other things. The firm has long established strategic partnerships with OEMs covering Construction, Lawn & Garden, Powersports, Agriculture, Forestry, Mining, Material Handling, and Specialty Vehicle markets. OTR's infrastructure comprises 30+ facilities and warehouse locations throughout the U.S., Canada, Europe, and Asia, serving customers globally.

To learn more about TrackIQ or request a TrackIQ Design Workshop, visit www.otrwheel.com/trackiq.

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