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Zebra Technologies Partners with Michael Waltrip Racing to Deploy Zebra MotionWorks™ Motor Sports Solution

Competitive racing and technology meet to bring real-time tracking benefits to a time honored sport

Lincolnshire, Ill. May 20, 2014 - Zebra Technologies Corporation (NASDAQ: ZBRA), a recognized global leader in products and solutions that extend real-time visibility into business operations, today announced it has entered into an agreement to partner with Michael Waltrip Racing, a leading NASCAR training development facility, to deploy a first-of-its-kind pit crew evaluation system. Combining the racing expertise of the Michael Waltrip team and the real-time locating systems (RTLS) technology expertise of Zebra, the application will be using the Zebra MotionWorks™ Motor Sports Solution, a next-generation motor sports statistics, event and visualization platform.

"Michael Waltrip Racing has been dedicated to improving racing through quality and innovation," said Tom German, Chief Technical Officer, Michael Waltrip Racing. "Our partnership with Zebra further cements our commitment to the industry through cutting-edge technology advancements that will enhance the fan experience and improve pit crew and driver performance."

The Michael Waltrip engineering staff will partner with Zebra's Location Solutions team to deploy an application that will use the Zebra MotionWorks™ Motor Sports Solution to accurately track the location, speed and direction of the pit crew and support equipment during practice. The solution will include the use of real-time location solution (RTLS) tags that will be placed on the cars, pit crew uniforms and equipment, which feed data in real time to receivers located throughout the practice track. The data will then be processed through the custom application to provide pit crew leads and management with actionable insights to improve performance.

"We are thrilled to partner with Michael Waltrip Racing on this project and help the racing industry realize the significant benefits of real-time visibility," said Jill Stelfox, General Manager of Location Solutions at Zebra. "The talented engineering staff of Michael Waltrip Racing paired with Zebra's innovative Location Solutions team will allow us to deploy an application that will help racing teams better evaluate and optimize pit crew performance, changing competitive racing as we know it."

Designed specifically for the sports industry, the Zebra MotionWorks™ will allow Michael Waltrip Racing to overlay real-time data on top of existing video footage to provide objective performance data and serve as the engine for accurate visualization to improve individual and team success. More information about the Zebra MotionWorks™ Sports Solution is available on Zebra.com.

About Michael Waltrip Racing
Michael Waltrip Racing, co-owned by two-time Daytona 500 champion Michael Waltrip and Rob Kauffman, fields Toyota Camry in the NASCAR Sprint Cup Series for No.15 5-hour ENERGY driver Clint Bowyer, No. 55 Aaron's Dream Machine driver Brian Vickers and the No. 66 Camry driven on a part-time basis by Jeff Burton and Waltrip. In 2007, MWR began fielding fulltime Sprint Cup entries as the flagship team for Toyota Racing Development, USA. MWR owns seven Sprint Cup victories and has placed cars in NASCAR's Chase for the Sprint Cup two consecutive years.

About Zebra Technologies
A global leader respected for innovation and reliability, Zebra Technologies Corporation (**NASDAQ: ZBRA**) offers technologies that give a virtual voice to an organization's assets, people and transactions, enabling organizations to unlock greater business value. The company's extensive portfolio of marking and printing technologies, including RFID and real-time locating systems, illuminates mission-critical information to help customers take smarter business actions. For more information about Zebra's solutions, visit www.zebra.com.

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