



Client

RFK
Concord, NC

Scope of Services

- Feasibility study
- Interior design
- Demolition
- Renovation
- Construction management
- Vendor occupancy

Features

- Custom to fit furniture with laminate walls
- Monochromatic, sleek design
- Seamless integrated storage and shelving
- All-inclusive suite project



RFK

Precision Design for a High-Performance Team



Project Overview

For over 50 years, Jack Roush has been committed to performance, having won 31 championships and more than 400 races in drag racing, sports car and stock car racing. Roush Fenway Racing has been a dominant force in the sport, claiming eight championships in NASCAR's top three divisions. One of the most instrumental facets of RFK Racing has been their world-class sponsorships. More Fortune 500 companies rely on NASCAR to build their brands and market their products and services than any other sport. Roush Fenway supports its partners with on-track performance and is a leader in NASCAR marketing solutions. In 2021, Brad Keselowski joined the team as both a driver and co-owner, causing the team to rebrand its organization to Roush Fenway Keselowski Racing (RFK).

RFK Racing has been a long standing client for several projects for the last 15 years. In 2025, the president of RFK Racing reached out to RSI via our sister company, Valuebiz Office Furniture. The client needed our help in designing a unique, all-inclusive space which would mean doing some construction work to 3 existing office spaces. We went in with a test fit and assessed what we would do in the space. Per our recommendations, the client enlisted RSI to demo 4 walls to create a larger, all inclusive in suite space, which used current office spaces. This had an impact on the people displaced from those office spaces, so we worked out a plan to redesign the interior in several areas of the office to accommodate for all. The net result was positive for all parties.