



Brian Rico, General Manager
Derby Lanes/Derby Club, Cheyenne, WY

4 lanes Highway66,
18 QubicaAMF tenpin bowling lanes, including
18 of Neoverse and BES X with Conqueror plus Square
8 lanes of Fly'n Ducks Duckpin Bowling, PGA golf simulator, arcade, escape room, laser tag, off-track betting, kids playland, restaurant and bar

Striking Success at Derby Lanes

Recently recognized with the BCM Design Award for Best New Traditional Center, Derby Lanes is setting a new standard in entertainment by offering multiple unique bowling experiences—all under one roof. General Manager Brian Rico, a lifelong bowler, proudly shares how QubicaAMF's innovative products have transformed his business and elevated the guest experience.

Whether you're expanding an existing center or launching a new concept, Derby Lanes exemplifies how QubicaAMF solutions can drive success in social entertainment.

The Challenge

Brian set out to create a one-of-a-kind guest experience, something entirely different from a traditional bowling alley. His goal was to introduce a fresh, distinctive atmosphere that would captivate visitors of all ages.

Brian shares that he wanted to be able to give every guest a bowling experience. He wanted a facility that caters to both the league and tournament bowler but also offers an alternative to traditional tenpin bowling. He also sought to create a vibrant party business.



The Solution

Brian highlights how Derby Lanes is a much-needed addition to Cheyenne, WY offering a unique bowling entertainment environment that has quickly become a customer favorite. With its dynamic atmosphere and engaging experiences, it's bringing a fresh new energy to the local entertainment scene.

By offering a unique entertainment option, with three different types of bowling under one roof, tenpin, duckpin, and mini bowling he has successfully set his venue apart, attracting guests looking for an extraordinary place to play.



QubicaAMF was responsive. They met our needs, and it was just a joy to work with them. - *Brian Rico, General Manager, Derby Lanes*





The Results

ENJOYABLE BOWLING EXPERIENCE

On league nights or during tournaments, his tenpin bowling lanes fill up quickly, which can leave some customers disappointed. However, Brian highlights how Fly'n Ducks and Highway66 help solve this issue. Guests accompanying tournament or league bowlers—as well as walk-in visitors—can still enjoy a bowling experience without waiting for an open lane.

DELIVERS THE WOW

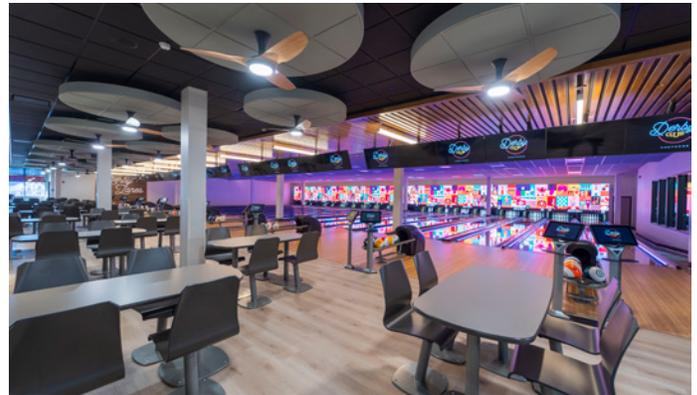
In addition to the three types of bowling, Derby Lanes also has the Neoverse LED Wall. Its ever-evolving content really makes an impact. He shares that because Derby Lanes/ Derby Club has so much to offer, its party and events business is going strong.

Brian mentions how satisfied he is and how his customers love the look and feel of his center and the impact of the Neoverse LED Wall. "It's one of those things, the wow factor when you walk into the facility is just, it is mind boggling. People are really flabbergasted when they walk into the facility."

QUBICAAMF RESPONSIVENESS

Brian disclosed that one of the reasons he chose us is because of our comprehensive suite of products. However, he couldn't have been more pleased with the service provided by QubicaAMF, before, during, and after installation.

Brian shares, "*The sales team was phenomenal. From the moment we started talking, they didn't waste any time. Really, anytime I needed some help, or I needed thoughts, advice, direction, they were there faster than I actually expected them to be. And it was just really nice to be able to work with somebody that cared as much about their product as I did.*"



Hear Brian's full story:



Let's Build Something Great Together!

To learn more: www.qubicaamfbowling.com/invest-in-bowling