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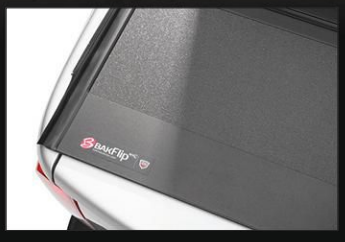
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ON THE COVER
Hard folding, roll-up, expandable and related tonneau cover models can fit any truck, for work or play. Feature-rich offerings and quick installations allow shops to add a professional touch. *See article on page 64.* (Photo courtesy EGR USA; inset photo by S3/Ben Battles.)





Jef White
Editor
www.theshopmag.com

Grassroots Racing's Online Proving Grounds

The story of Jann Mardenborough, a gamer who won a series of Nissan-sponsored videogame competitions to become an actual professional race car driver, was considered so unique that Sony Pictures Entertainment made a full-length movie about it. "Gran Turismo" is set to hit theaters Aug. 11.

But will Mardenborough's inspirational story someday be the norm for professional grassroots racing? New collaborations and alliances show more and more crossover between the virtual and actual racing worlds.

In a recent development, iRacing announced an official partnership with the Federation Internationale de l'Automobile (FIA) to add a licensed FIA Formula 4 experience to the eSports simulation company's offerings. As part of the agreement, the car known as the iRacing Formula iR-04 was relaunched as the FIA F4 as part of iRacing's 2023 Season 3 release in June.

"This partnership with iRacing is an important step for grassroots motorsport development," says Nikolas Tombazis, FIA single seater director. "The virtual racing space is a key area for the FIA in its goal to double global participation in motorsport, both as a discipline in its own right and as a route into real-world competition. The next generation of racing drivers is already highly engaged in this arena, which removes many of the historical barriers to entry by being low-cost and easily accessible, opening up possibilities to increase diversity and engagement in new and emerging markets."

Formula 4 Championships, certified by FIA, represent the first step for drivers to move from karting to car racing, he adds.

"We are thrilled to have formalized a partnership agreement with the FIA," says Tony Gardner, iRacing president. "The F4 platform has proven to be incredibly popular and exciting in both the real world and the virtual one, and we know that our members will benefit from the synergy between our two organizations. With many FIA national ASNs (national sporting authorities) already running events through iRacing, this alliance will only further expand opportunities for the future stars of motorsport to get their start through sim racing."

The FIA Formula 4 platform debuted in 2014 and has grown in popularity around the world as a popular first step on the global open-wheel racing ladder, according to the group. With iRacing and the FIA already in discussions concerning additional eSports plans, it makes sense that grassroots racing at all levels will soon incorporate a virtual presence, so stay tuned.

CORPORATE CAPABILITIES

You may notice a bit of a different layout for the articles and advertisements in this issue of THE SHOP. That's because of a new annual special advertising section we're debuting called Corporate Capabilities.

The manufacturers and distributors who serve the specialty automotive aftermarket all have a story to tell, and this is their chance to share a little bit more about their company culture, values, history, manufacturing processes, commitment to service, quality assurance, employees and other factors that make them unique.

It's a first step toward getting to know your industry suppliers a little bit better, which can lead to building trust and camaraderie and, ultimately, enjoying shared success, so we hope you'll take a look. ***TS***

THE SHOP

EDITORIAL

EXECUTIVE EDITOR: Jennifer King
jdking@cahabamedia.com

EDITOR: Jef White
jwhite@cahabamedia.com

MANAGING EDITOR: A.J. Hecht
ahecht@cahabamedia.com

CONTRIBUTING WRITERS: John Carollo, Maura Keller, Josh Poulson, Jason R. Sakurai, Brett Solomon

CREATIVE SERVICES

ART DIRECTOR: Elizabeth Chick

DIGITAL PROJECT MANAGER: Greg Ragsdale

WEB DEVELOPER: Greg Caudle

CIRCULATION

SUBSCRIPTION CHANGES & INQUIRIES:
theshopmag@omeda.com

ADVERTISING

ASSOCIATE PUBLISHER: Stacy Marshall
smarshall@cahabamedia.com

CLIENT SERVICES COORDINATOR:
Presley Dean
pdean@cahabamedia.com

CAHABA MEDIA GROUP

PUBLISHER: Matthew G. Conroy
VP OF SALES: Greg Meineke
DIRECTOR OF FINANCE: Brandon Whittemore
DIRECTOR OF OPERATIONS: Laurie Tisdale

P.O. Box 530067
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VOLUME 26 ISSUE 3

PERFORMANCE

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WORLD PARTY

Sport compacts continue to offer global appeal.

By John Carollo



Sport compact customers are looking to strongly modify their vehicles. (Photo courtesy Yokohama Tire)

Monty Python gave us the phrase, "And now for something completely different." Sport compacts started off being just that, while today—well over 20 years since their raucous entry into the automotive world—they are still around and thriving.

Small but packing a big punch when it comes to power, style and swagger, sport compacts continue to carve out a special niche in the industry, on the street and at the track. Body styles and engine designs are constantly evolving, while enthusiasts consistently find new ways to use them as an expression of their personality and creativity.

Whether import or domestic, these high-revving, nimble machines make up an exciting, progressive part of the aftermarket. To keep pace, suppliers offer



OEM offerings are keeping the segment strong. (Photo courtesy Yokohama Tire)



Small but packing a big punch when it comes to power, style and swagger, sport compacts continue to carve out a special niche, on the street and at the track.

insights on how things are changing, hot new products to watch for, and sales tips to help shops better meet the needs of these drivers.

ALIVE & WELL

Scott Weiss, president of Konig American (Konig Wheels), notes the sport compact market remains alive and well—maybe having toned down some of the brashness of its youth, but without losing any of its edge.

"It's not as in-your-face or loud; however, it's there and strong," he says. "The true sport compact tuning enthusiast is a diehard and loves the segment and, more importantly, the cars to their core."

He also acknowledges the perception that the segment has decreased in size.

"There's truth to that. However, from a retailer's perspective, the visible decrease in size is accompanied by a more qualified buyer looking for specific items," he notes. "Whenever a segment goes more in a niche direction, the size will shrink but the quality increases. That is exactly what has happened over the last couple of decades to the sport compact segment."

While the demographics trend older as this group ages, customers know what they want and are passionate about the scene, the cars and the products, and generally have increased buying power as well.

"If you look at the progression of any automotive segment, you will see that there is a fair bit of nostalgia that goes hand in hand," Weiss continues. "It's no different than the reason many of their parents will still prefer muscle cars. It's what they grew up with and now they have the income to purchase what they've always wanted."

Another market progression has gone from focusing mainly on appearance to vehicles with the power to match their looks.

"The current state of the sport compact market for motorsport pistons is one of vibrant sales growth, technological



Sport compact vehicles are powered by smaller, more efficient engines. (Photo courtesy MAHLE Motorsport)

SPORT COMPACT PRODUCTS

■ **HOT PRODUCTS:**
AR & TR Resonators
■ **FEATURES & BENEFITS:**
Premium-grade stainless steel construction with a high-heat ceramic blanket wrapped around the cores; effectively reduce decibel levels without sacrificing performance; available in various pipe diameters, external body sizes and finishes.

Aero Exhaust
Alex Ortega
Director of Business Development

■ **HOT PRODUCTS:**
Flow Formed Wheels
■ **FEATURES & BENEFITS:**
Lightweight and strong; budget-friendly; designs based on more than 10 years of technological advancements; tested for use in various forms of motorsports; increased elongation and greater shock resistance.

Konig Wheels
Scott Weiss
President

■ **HOT PRODUCT:** Ford EcoBoost 2.3L PowerPak Piston Set
■ **FEATURES & BENEFITS:**
High-quality forged pistons; built to withstand the extreme demands of increasing horsepower; extended durability.

MAHLE Motorsport
Brian Fair
Application Engineer

■ **HOT PRODUCT:**
ADVAN AD09 Tire
■ **FEATURES & BENEFITS:**
Ultra-high-performance street and track tire designed for daily use and weekend track days; improved dry grip with large, continuous tread blocks putting more rubber compound to the road and track surface.

Yokohama Tire
Drew Dayton
Senior Product Planning Manager – Consumer

WORLD PARTY

SUBIEEVENTS RETURNS

Subaru of America Inc. announces the return of the SubieEvents annual enthusiast series, with seven stops across the U.S. this summer.

The events feature thousands of Subaru vehicles plus competitions, interactive experiences, giveaways, exclusive vendors and family activities. Fans can drive their own Subarus on specially designed autocross courses and test themselves while gaining valuable driving experience.

"The SubieEvents gatherings are among the most unique experiences where Subaru fans can celebrate together—all laid out in a 1-million-plus-square-foot event presence traveling across the country and featuring thousands of Subarus," says Alan Bethke, senior vice president of marketing at Subaru of America Inc. "We're inviting owners and admirers to show off their cars, see other amazing vehicles in action, and connect with other Subie enthusiasts like never before."

Subaru will present a curated showcase of vintage and special edition vehicles, as well as Subaru Motorsports rally cars and Gymkhana display models. Each event will also feature an All-Subaru Car Show.



The SubieEvents enthusiast series will visit seven stops in the U.S. this summer.



Body styles and engine designs are constantly evolving, while enthusiasts consistently find new ways to use them to express their personality and creativity.



Help bring enthusiasts the unique exhaust sounds they crave. (Photo courtesy Aero Exhaust)

advancements and increasing horsepower," observes Brian Fair, application engineer at MAHLE Motorsport. "With rising demand from enthusiasts seeking greater performance and the constant evolution of engine technologies, we are focused on delivering high-quality forged pistons that can withstand the extreme demands of increasing horsepower and extended durability."

One reason for the market's staying power is the continuing production of smaller, more efficient, yet still powerful vehicles.

"With brands like Subaru reintroducing a new model of the iconic WRX and continuing its partnership with Toyota on the BRZ/GR86, the future looks bright," says Alex Ortega, director of business development for Aero Exhaust. "And let's remember to mention the loyal JDM and Euro fanbase. Performance exhaust remains a top-three mod for most sport compact enthusiasts."

Drew Dayton, senior product planning manager, consumer, for Yokohama Tire, also believes that OEM offerings are keeping the segment strong.

"The sport compact market still has a good following, and you can see the manufacturers know that as well with some new releases in the past few years. Toyota released the Supra and the GR86, Mazda has the MX-5 Miata, Subaru with its BRZ, plus the Honda Civic Type R and the Nissan Z," he says.

MARKET TRENDS

As mentioned, no market stays the same, including sport compacts.

"One of the outside factors that has had a significant effect is the trend of OEMs downsizing their engines and incorporating sport compact engines into their vehicle lineups," says Fair. "This shift toward smaller, more efficient engines has not only increased the overall market for sport compact vehicles but has also influenced the demand for aftermarket performance parts, including forged pistons. This trend has spurred piston innovation and devel-



Diehard enthusiasts love sport compact vehicles to their core. (Photos courtesy konig.com)

opment in the industry, providing enthusiasts with more opportunities to modify and upgrade their engines for improved performance and reliability."

The market is also not operating in a bubble.

"The segment has grown in popularity for the past few decades. It has respectfully earned its place in other popular genres, such as rallying, drifting, autocross, etc.," says Ortega. "The expansion of four-wheel and rear-wheel drive platforms has opened the doors for the sport compact motorsports segment."

Of course, some fringe participants will always come and go.

"This segment is not as robust as it was due to the growing demand for CUV and EV vehicles," Dayton states. "There are still options in this market, but not as many as there were 15 years ago. Most manufacturers seem to want to invest in EV vehicles, not ICE."

Weiss agrees, noting a general shift in societal priorities.

"From a general overview, younger generations are less focused on cars, especially from a modification and tuning point of view. They're more tech-inclined and will continue to see cars as transportation and have adopted time and convenience as priorities," he says. "The bad news is there's less a retailer can do about this shift."

But it's not all doom and gloom.

"There is a very silver lining to this," he continues. "As long as there are vehicles, regardless of what powertrain is in them, there will be users who want to modify them, tune them and make those vehicles their own. If you've ever been in a sea of white Teslas on your commute to work, you can understand the desire for someone to want to make theirs stand out. Thankfully, wheels are one of the most immediate ways for vehicle owners to do exactly that."



Whether import or domestic, these high-revving, nimble machines make up an exciting, progressive part of the market.

SALES PATTERNS

Suppliers believe there are products and procedures shops can offer to maximize sales in this market.

"Sport compact enthusiasts tend to modify their exhaust systems quite frequently," notes Ortega from Aero Exhaust. "The younger JDM and Euro enthusiasts are constantly seeking an aggressive tone. Eventually, that turns into a repeat customer for the local muffler shop. It is very likely the enthusiast will ultimately add an in-line resonator to reduce interior drone and/or high-pitched exterior sound frequencies (rasp)."

A wide variety of offerings is always attractive to serious fans, says Yokohama's Dayton.

"The customers buying these vehicles are enthusiasts and want to modify them with wheels, tires, suspensions and lots of other modifications that the normal vehicle owner would not do," he explains. "This makes it more beneficial for shops to do the work, since they will be able to make more money from these customers."

You can also expect satisfied clients to spread the word about your shop and its services.

"This generation still remembers and embraces the social interaction of physical car meets and get-togethers. It is also extremely engulfed in the use of social media. So, I believe that if a shop is properly offering solid technical advice and advisement, great service and great products, it will see an increase in business just from doing the right thing," predicts Konig's Weiss. "Shops will enjoy the word of mouth benefits these owners bring, and also the word of mouth generated from their social posting and involvement."

Fair from MAHLE points out two big benefits for shops catering to sport compact customers—an established, enthusiastic customer base and a unique specification.

"As mentioned earlier, the sport compact market has been experiencing increased demand, to the point where some businesses haven't been able to catch up" he says. "Jumping into a growing market with a low supply of people who have the skills to succeed in that niche is an equation for long-lasting success." ***TS***

A New Breed of Classics?



Turbocharged AWD Subaru WRX wagons are family-friendly and fun to drive. (Photo by S3/Sam Igel II)

'Youngtimers' look to take center stage. ///// **By Jason R. Sakurai**

MORE ON THESHOPMAG.COM
Acura to Offer TLX Type S PMC Edition:
bit.ly/TLX_Type_S_Limited_Edition

Are millennials and Gen Zers less interested in vehicle ownership and driving? Not according to a study conducted by Hagerty Insurance titled "Why Driving Matters," which found that 81% of millennial drivers said they "like," "love" or are "passionate about" driving, just like 78% of Gen Xers and 79% of baby boomers.

Collectively, 57% of all drivers, including 64% of millennials, want to preserve the driving experience.

This is leading to a new phenomenon sweeping the automotive world. According to Urbandictionary.com, a "youngtimer" is a well-kept vehicle between 20-30 years old, usually identified as a future classic or limited production import associated with European builders.

Regulators in Germany classify vehicles in their original condition first registered at least 30 years ago and in good repair as "oldtimers," while "youngtimers" are vehicles around 20 years old that have not yet achieved this status.

Youngtimers typically attract those who grew up with these cars when they were new in the 1980s and '90s. The generational groups defined by youngtimers are millennials born between 1981-96 (27-42 years old), and Generation Z, born between 1997-2012 (11-26 years old).

The Pew Research Center identifies millennials and Gen Zers as economic and cultural driving forces behind fashion, technology and politics, synonymous with youth culture. While some view youngtimers as an investment, most are excited to take them out and drive them.

TODAY'S HOT RODS

Should youngtimers reach classic car status, their asking prices will increase. The idea is that, right now, youngtimers are affordable, cool cars in demand among younger enthusiasts—just like the hot rods and muscle cars of past generations.

Cars of the '90s and early 2000s are currently available at (relatively) bargain prices, and if they have been well maintained could be used as daily drivers or to start a collection.

At a time when vehicles are threatened by environmental legislation, internal combustion engine (ICE) opposition and emissions regulations, it's refreshing to hear that younger generations are leading the charge in ensuring the survival of these classic cars.

They are joined by Atlanta-based S3 magazine, which has been a proponent of youngtimers since before the term was coined. Jonathan Wooley, the magazine's founder and editor-in-chief, has followed the import lifestyle and culture since its inception.

In Vancouver, Washington, a serious collector of Japanese superbikes has contemplated buying up Japanese performance cars in the same manner. In his view, the



Using Subaru WRXs as drift cars only created more fans of these "youngtimer" candidates. (Photo by Jason R. Sakurai)



Nissan 240SX S13s are among the most popular drift and show cars. (Photo by Jason R. Sakurai)



Honda's S2000, produced from 2003-09, is youngtimer-eligible. (Photo by Jason R. Sakurai)



Subaru's WRX STi developed a cult-like following due to its rally participation. (Photo by S3/Andy Eineichner)

Acura Integra Type R; Acura NSX; Datsun Roadster; Datsun 240, 260 and 280 Z-cars; Nissan 300ZX, 350 and 370Z; Nissan 240SX; Nissan GT-R; Honda Civic Type R; Honda S2000; Infiniti Q60 Red Sport 400; Lexus RC F; Lexus LFA; Mazda Miata MX-5; Mazda RX-7; Mitsubishi Eclipse; Mitsubishi Evolution; Mitsubishi 3000GT VR-4; Subaru Impreza; Subaru WRX STi; Toyota 2000 GT; Toyota Corolla GT-S; Toyota MR2 and Toyota Supra are the most desirable.

The idea is that these vehicles have attained status among enthusiasts but have not yet reached collector car status.

A prime example of a youngtimer is the BMW E30 M3, sold in the U.S. from 1988-91. Other European cars include the Audi TT RS and R8, Audi RS3, BMW 135i, BMW M2 Competition, BMW M3 GTS, Mercedes-Benz C63 AMG, Mercedes-AMG A45S, Mercedes-Benz 190E 2.3-16, Mini Cooper S JCW and JCW GP, Volkswagen Golf R and R32 Mk4 and Mk5, and Volkswagen Scirocco GTI.

While European insurers mandate that a youngtimer must be at least 15 years old, some vehicles are considered youngtimers at 10 years old. The definition states another car must be available in the household for commuting while the youngtimer serves as a hobby vehicle instead of a daily driver.

These guidelines help keep youngtimer insurance rates less expensive than regular auto insurance, although the insurer may impose yearly mileage limitations.

From an enthusiast's point of view, a youngtimer is nostalgic. Performance or luxury cars that were unaffordable when they were new are now financially within reach of many drivers.

THE OPEN ROAD

Hagerty's data refutes the belief that younger people are less interested in owning classic or collector vehicles than previous generations.

For example, 53% of Gen Z, 57% of millennial and 49% of Gen X respondents were "very interested" in owning a classic car. Conversely, baby boomers and Silent Generation respondents only registered 33% and 19%, respectively.

A New Breed of Classics?



BMW's M3 was created with motorsport zealots in mind. (Photo by S3 Magazine)

A small concern with how the engine sounds

We held darkness in withheld clouds

I would ask, "Should we just keep driving?"

"Keep Driving"

- Harry Styles



Nissan's 350Z, manufactured from 2002-09, has legions of fans. (Photo by Jason R. Sakurai)



The Mazda RX-7's power-to-weight ratio is impressive. (Photo by Jason R. Sakurai)



Will domestics like this Dodge Charger ever attain youngtimer status? (Photo by Jason R. Sakurai)



Toyota's 86/Subaru BRZ models are popular 10-year youngtimers. (Photo by Jason R. Sakurai)

Hagerty initially commissioned the survey in response to the rise of autonomous vehicle technology. The survey polled 1,000 U.S. drivers 18 years old and older—35% millennials, 26% Gen Xers, 31% baby boomers and 8% Silent Generation members. Combined, more than 85% "always want the option" of driving a car themselves and 79% aren't willing to see driving disappear.

Also, there's been a rapid rise in online auction platforms for classic cars, says David Zysblat, CEO of online auctioneer and marketplace clasiq.com. These popular and growing websites were the antidote for the pandemic lockdowns when enthusiasts were stuck at home with disposable money and no place to spend it.

Instead of attending live auctions, they browsed the online classic car auction sites and placed a few bids. Unspent income and the rise of these auction websites caused a shift in the classic car market, opening it up to younger buyers.

Clasiq.com reports that millennials are buying the cars that they remember growing up with, rather than viewing them as commodities.

"Youngtimers or modern classics in demand are iconic 1990s Japanese cars such as the Toyota Supra, Mazda RX-7 and the Nissan Skyline," Zysblat says. "Younger people are changing the classic car market. No longer is it only ultra-high-end, million-dollar auction sales—there are now affordable cars on widely accessible online auction platforms being bought by enthusiasts and drivers." ***TS***



JASON SAKURAI *heads up Roadhouse Marketing, a marketing, advertising and sales solutions firm dedicated to the automotive aftermarket. A frequent contributor to THE SHOP, Jason's byline appears in many enthusiast and trade publications, in print and online.*



Floor Jack Jackstands

Jackpoint Jackstands LLC, Aurora, Illinois, presents Jackpoint Jackstands, designed for use on conventional floor jacks to lift and support a vehicle using the factory lift points. Made in the USA since 2010, the patented jackstands include five different jack pad styles to fit a variety of cars. The elegant jackstand design has only two major components that interlock to provide solid, secure support. The stands are used by the largest EV manufacturer in the U.S.

In-Car Drink Insulator

Design Engineering Inc. (DEI), Avon Lake, Ohio, presents its new In-Car Drink Bottle Insulator to keep drinks cooler for longer periods of time in race cars and other vehicles. Large enough to completely enclose a 42-ounce Longacre bottle, the insulator is made from a durable, washable neoprene material and includes a full-length hose cover.





Subaru BRZ/Toyota GR86 Exhaust

BORLA Performance Industries, Johnson City, Tennessee, presents its Cat-Back Exhaust System for 2022-23 Subaru BRZ/Toyota GR86 applications. Designed to improve horsepower and torque, system 140910BC features an aggressive BORLA ATAK sound without any drone or resonance inside the vehicle. It is made from T304 stainless steel with an all-welded construction for durability and long life, and the classic S-Type sound is also available.



Rotors

Hawk Performance, Medina, Ohio, presents its expanded line of Talon Rotors. The high-carbon, OE-replacement rotors provide top-tier braking performance at an accessible price point for daily drivers, trucks and track cars. Available applications include Talon, Talon Plus and Talon Super Duty models. All are CNC-machined to optimize cooling and feature Magni coating for improved corrosion resistance.

Lap Belts in New Colors



Retro Manufacturing, Henderson, Nevada, introduces 12 new colors in its RetroBelt line of 60- and 75-inch Push Button Lap Belts. The OE-style lap belts are designed for classic vehicles and come equipped with chrome pushbutton buckles featuring a vintage starburst design. The two-point seat belts are now available in blue, burgundy, brown, charcoal, dark blue, dark red, ivory, turquoise, medium turquoise, powder blue, silver and white to match any interior.



Porsche 911 Front Brake Kits

Wilwood Disc Brakes, Camarillo, California, presents Front Big Brake Upgrade Kits for 1969-89 Porsche 911 models. Oversized rotors and four-piston calipers are engineered with mounting brackets for 3.0-inch (76.2mm) spaced early-style and 3.5-inch (88.9mm) later-style strut mounting tabs. The complete axle kits require no modifications and are compatible with factory master cylinders and rear brakes, as well as matching Wilwood Dynapro rear kits. Calipers are finished in Le Mans Yellow, red or black powder-coat, with 22 upgrade color options available. ***TS***

At the Heart of the Action

M1 Concourse helps Prefix Corp. connect with the automotive community. ///// **By Maura Keller**



Innovative automotive solutions company Prefix Corporation recently opened a new facility at the M1 Concourse in Michigan.

Family businesses have long been a staple of the American economy. According to the Small Business Administration, about 90% of all U.S. companies are family-owned or controlled.

Ranging in size from small mom-and-pop shops to Fortune 500 entities, family businesses generate about half of the country's gross national product (GNP). And many of these entities have made names for themselves in their various industries.

Among them is the Zeile family, which has owned and operated Prefix Corporation since 1979. The business continues to make an impact on the performance segment of the automotive market, as well as in other areas of the transportation industry at large.

According to Jhan Dolphin, vice president of business development, the company was originally focused on developing innovative engineering solutions for the automotive industry and other manufacturing operations.



With nearly 300 employees, it is recognized for creating some of the most technically advanced concept vehicles and prototypes in the business.

"Prefix Corp. has become a single-source American manufacturing, prototype and concept vehicle solutions provider with a robust platform of wide-ranging capabilities that support aviation, automotive, entertainment and many other industries," Dolphin says.

The company operates two facilities in Michigan—a world-class production paint complex in Auburn Hills and a 25-plus-acre corporate headquarters campus in Rochester Hills.

Its new presence at a nearby community-driven "automotive playground," how-



ever, is what has Dolphin and the Prefix team excited these days.

AN AUTOMOTIVE HUB

As a project vehicle builder, among other things, Prefix is constantly looking for new and innovative opportunities within the automotive sector. That's where the M1 Concourse in Pontiac, Michigan comes in.

Positioned along famous Woodward Avenue, M1 Concourse is an 87-acre auto enthusiast's playground, featuring the world's largest private garage community of more than 250 luxury garages, supporting businesses and a private track.

"The M1 Concourse is a hub for all things automotive," Dolphin says. "We finally broke ground on a project that we began to develop three years ago. Our conversations about this idea with M1 started back when some of the garages were still under construction, and before the events center was built."

Prefix officials had attended M1-related gatherings, he notes, and we were impressed by the executive team's dedication to building something unique.

"I was also looking to expand our marketing reach for Prefix," Dolphin says. "So much of the interesting work we do is highly confidential; therefore, there are a lot of really cool projects we can't even discuss."

Being in metro Detroit has helped M1 Concourse attract industry executives and others in the automotive world as either M1 private garage owners or regular participants attending the various community events held at the facility, making it an ideal place for Prefix to promote its brand and services.

"This kind of exposure helps people to better understand who we are and the incredible work our team does every day," Dolphin notes.

The M1 Concourse property also boasts an authentic automotive history, dating back to 1905 when the Rapid Motor Co. began constructing municipal vehicles there, and later when GMC built trucks on-site.

As Dolphin explains, today M1 features an eye-catching 40,000-square-foot plaza, a 30,000-square-foot events center and a 1.5-mile performance driving course.

The events center hosts industry gatherings, charity functions, corporate parties and other events, including the Woodward Dream Show, the American Speed Festival and monthly Cars & Coffee get-togethers that consistently attract 1,500 cars or more.

THE PREFIX FACILITY

The new Prefix facility at M1 Concourse is ideally positioned between the performance track and Woodward Avenue. Construction is completed and plans were for the new shop to open in early August.

"The building is a really cool, retro design that includes three service bays with a selection of equipment for general vehicle maintenance, a fuel station with racing fuel, and a showroom with an interesting selection of Prefix gear, safety equipment and auto-related items," Dolphin says.

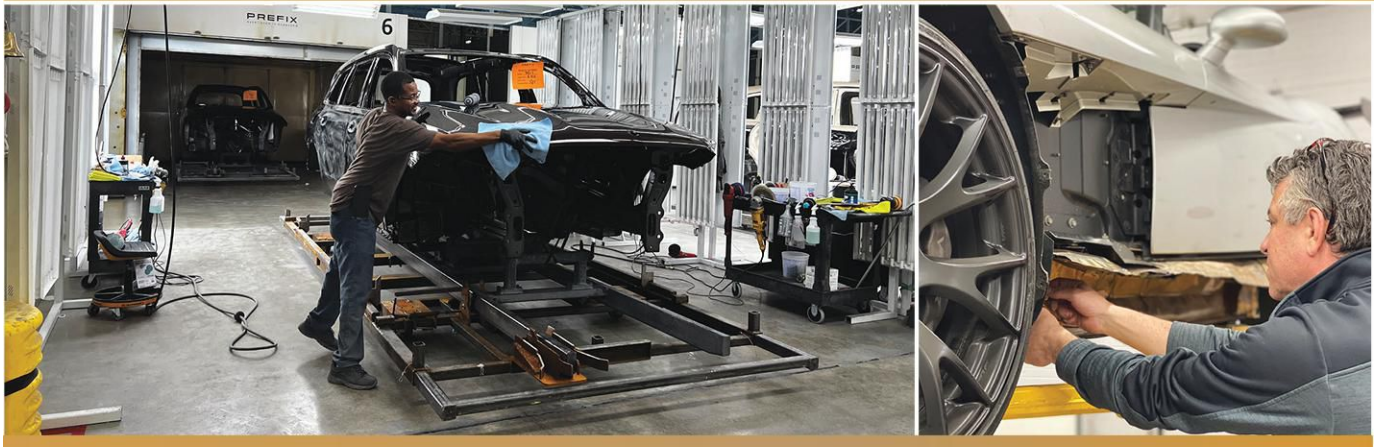
The idea is to serve as a resource for M1 garage owners and community members.

"Regular maintenance of their vehicles can be completed right on-site," Dolphin





M1 Concourse is an 87-acre automotive enthusiast's playground featuring the world's largest private garage community.



The Prefix M1 facility will likely evolve over time to mirror the needs of garage owners, visitors and other auto enthusiasts.



The new Prefix facility at M1 Concourse has a retro look and is ideally positioned between the performance track and Woodward Avenue.

says, noting that additional services like luxury paint, engine rebuilds, interior trim work or complete resto-mods can be handled at the Prefix headquarters facility in nearby Rochester Hills.

"When considering the idea of a Prefix facility, we were particularly excited with the fact that the general public doesn't typically have access to—or is even aware of—Prefix Corporation or their various departments," says Tim McGrane, M1 CEO. "This partnership provides our private garage owners and special visitors to the M1 Concourse with access to the specialized services and expertise that Prefix is known for globally. This provides something very special for our clients."

Dolphin fully expects the Prefix M1 facility to evolve over time to mirror the needs of garage owners, visitors and other auto enthusiasts.

PREFIX CORP. SERVICES

- Full-scale concept vehicle development
- Low-volume luxury paint programs
- Specialty vehicle production
- Sub-component assembly
- Custom & production interior trim fabrication
- Innovative lighting development
- Prototyping
- Vehicle modeling
- Precision machining
- CAD designing
- 3D printing
- Precision CNC machining
- Electronics & software development
- Performance vehicle division

"Now that word is starting to spread about our involvement at M1, there are already some very interesting opportunities being presented as to additional ways to use the property and benefit the local community," Dolphin says. "We're car guys. All the men and women at Prefix are either enthusiasts, racers or off-roaders, or spend time on the weekend wrenching on their own vehicles."

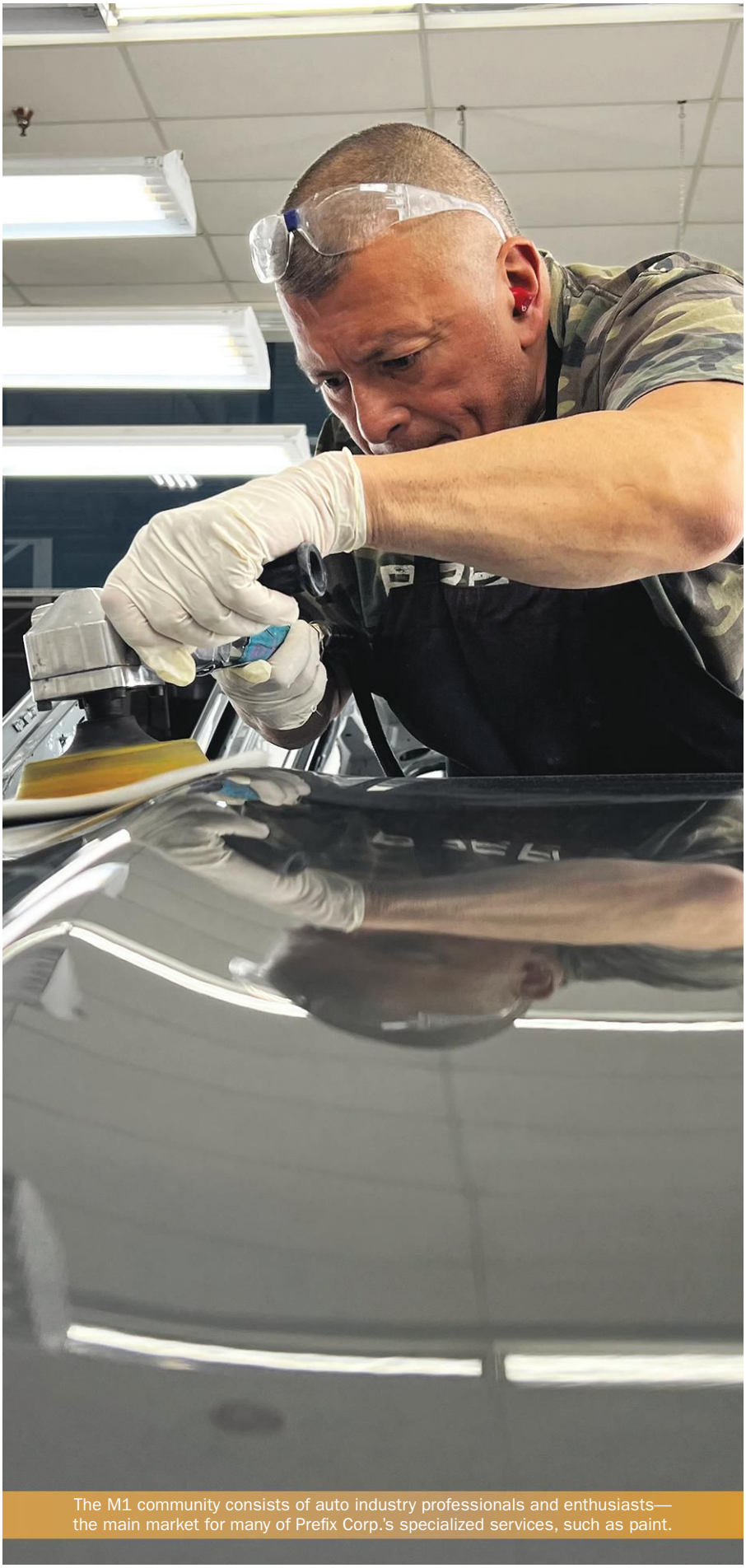
Sunoco recently signed-on as the outlet's performance fuel partner, offering a selection of high-octane fuels at the Prefix building. Dolphin expects more collaborations to follow.

"We are carefully reviewing each of these sponsorship opportunities (tires, brakes, electronics and others) to make sure they properly align with the overall objectives of the M1 Concourse," he notes. "We've been very fortunate over the past few years to continue growing and strengthening our amazing team, adding numerous low-volume paint programs and expanding into additional markets."

Along with automotive and aviation, the company is also involved in projects in the themed-attraction and film industries.

"This type of diversity has provided us with a very positive competitive advantage, and we are extremely excited about the future." ***TS***

MAURA KELLER *is a freelance writer based in Minnesota. She can be reached at maurakeller@yahoo.com.*



The M1 community consists of auto industry professionals and enthusiasts—the main market for many of Prefix Corp.'s specialized services, such as paint.



CORPORATE CAPABILITIES 2023

An inside look at industry manufacturers & WDs.

Studies show that consumers prefer to do business with companies they know, like and trust, and the same goes for shop owners in the specialty automotive aftermarket.

Great relationships help build better businesses, and supplier connections go a long way toward allowing you to reach your professional goals.

In this special Corporate Capabilities advertising section, THE SHOP invited advertising partners to submit profiles offering an inside look at their operations. Manufacturers and WDs were encouraged to showcase their company culture, values, history, manufacturing processes, commitment to service, quality assurance, employees and other factors that make them unique.

It's a first step toward getting to know your industry suppliers, which can lead to building trust and camaraderie and, ultimately, enjoying shared success. After all, even the most independent speed shops and restyling centers can't do it alone. ***TS***

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BAK Industries

BAK Industries, based in Springfield, Missouri, is the leader in folding and rolling hardtop truck bed covers. Designed to provide security and all-weather protection with a low-profile appearance, BAK manufactures America's number one-selling Revolver X4s and BAKFlip MX4 covers.

The Revolver X4s has top-to-bottom matte black finishes on every aspect of the truck bed cover paired with one-of-a-kind details that set it above the rest. It is a premium option that offers dependable bed protection when the cover is closed, and complete bed access when opened.

The BAKFlip MX4 has new, reimagined features including matte-finished cab corner caps, rail-end caps, clamps, and elevator bolts for an even more refined look and feel.







BAK INDUSTRIES
bakindustries.com

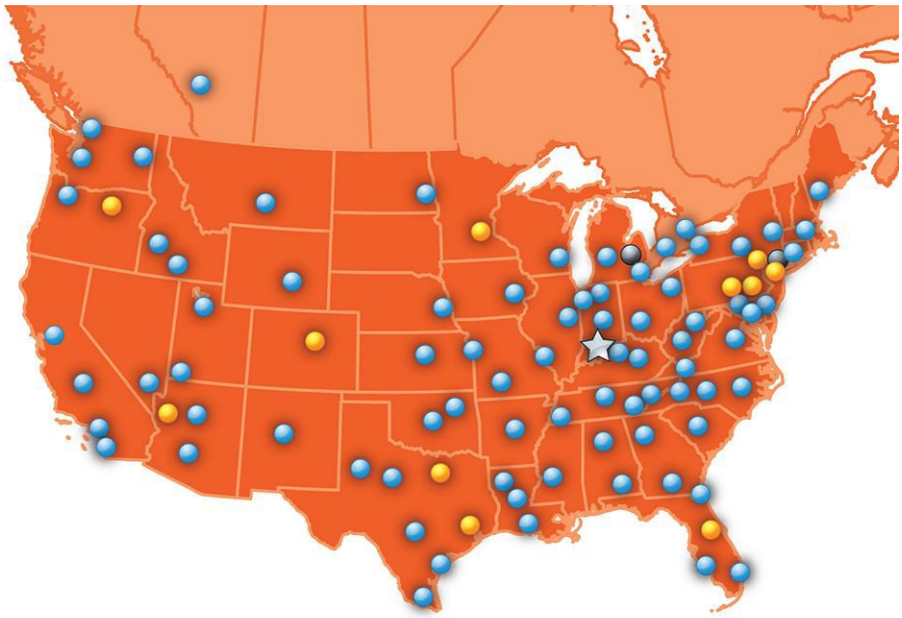
Meyer Distributing

Meyer Distributing is a complete, family-owned-and-operated wholesale distributor. With 93 locations across the U.S. and Canada, and more than 2,750,000 square feet of warehouse space, Meyer Distributing has a huge inventory of parts to service its customers.

Meyer carries more than 900 products that span multiple categories: aftermarket vehicle accessories, marine products, outdoor lifestyle products, powersports accessories, outdoor power equipment and RV accessories. With strategically positioned warehouse facilities, Meyer Distributing can provide next-day delivery to most locations.

All Meyer associates have the same goal: to improve our ability to offer the fastest, most reliable and flexible service in the industry. Our hardworking sales staff, a mix of over 900 product lines, and our high fill rate will provide customers with what they need to be profitable on a dependable, repeatable basis.

Our aim is to show an attention to detail that will set us apart from other companies. We take pride in being close to the heartbeat of our business and hold all of our staff to the highest of standards. We will never lose sight of our core principles of dedicated, precise and personal service.



Leading companies are built on similar core fundamental principles. Constant focus on these guiding practices lays a solid foundation for future growth. At Meyer, our entire history has been based on building personal relationships and applying important fundamentals with a common sense, hands-on approach.



MEYER DISTRIBUTING
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Roll-N-Lock

Roll-N-Lock, based in Pompano Beach, Florida, manufactures a full range of truck bed covers and cargo management products with superior reliability and security.

Inspired by hurricane storm shutters, you can rely on Roll-N-Lock retractable truck bed covers to protect your cargo.

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The XT Series from Roll-N-Lock includes the M-Series XT, the A-Series XT, and the E-Series XT bed covers. Each XT Series cover features greater versatility with the integration of Roll-N-Lock's exclusive MaxTrak System, a unique bed rail framework that is fully compatible with most T-slot accessories from manufacturers including Elevate, Yakima, Thule, Rhino-Rack, etc.

With the MaxTrak System, it's easier than ever to equip your truck with the perfect fusion of cargo management accessories to suit your needs while maintaining an attractive, enclosed and lockable truck bed.













ROLL-N-LOCK
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Advanced Clutch Technology

WHY ACT?

In the early 1990s, no one provided adequate clutches for the wave of high-powered import cars flooding into the booming drag racing scene. That's why, in 1994, ACT was started. We expanded from humble beginnings and now feature a full line of performance automotive clutches.

Thirty years later, ACT is the No. 1 performance clutch manufacturer in the United States. At our facility in Lancaster, California, we design, manufacture, test and distribute performance clutches trusted by championship-winning drivers and enthusiasts worldwide.

Our clutches are all rated by how much torque you make at the crank. At the end of the day, that's all your clutch cares about.

Modern engines require Advanced solutions. Today's turbo engines are primed for big power boosts, and ACT has been solving these issues for decades across the global market:

- Torque holding capacity increases over original equipment from 20% to 400%!
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- All drive plates are made from high-carbon spring steel, heat treated, and zinc plated to resist bending, cracking, fatigue, and corrosion under the most severe racing conditions.
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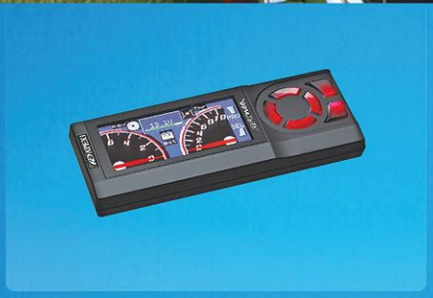
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WHSE23TS

EGR USA

The EGR Group has been a worldwide manufacturer of exterior accessories for trucks, SUVs, and other automotive vehicles for 50 years. We are a true Original Equipment Manufacturer that works closely with brands like Toyota, Ford, Chevrolet/GMC, Ram, Nissan, and many more.

EGR manufactures quality products that many people have seen and experienced but have yet to learn who made them. EGR also sells our high-quality products directly to consumers and through retailers and truck accessory stores throughout the USA and Canada.

EGR USA is proud to manufacture products to the highest possible standards worldwide and is focused on building stronger relationships with existing customers and gaining new ones. We always take a "customer-first" approach to customer service and believe the consumer is our target market.

Through our loyal distribution and e-commerce partners, EGR will continue to offer our top-rated products at reasonable prices.

Whether it is the award-winning EGR RollTrac electric retractable bed cover, fender flares, window visors, or hood guards, EGR is a manufacturer that can be trusted for quality, precision-engineered products and excellent customer service.





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Eibach

EIBACH: ENGINEERED TO WIN

Eibach products are created to meet the extreme requirements of racing, from the 245-mph Mulsanne straight of Le Mans to the fender-to-fender combat of Daytona Motor Speedway.

The chassis of a production vehicle is designed to be built at a minimum cost and suited for an "average driver." We enthusiasts, however, are anything but average. We know what we want from a vehicle—immediate response, reduced body roll, increased stability and enhanced cornering ability. And we want the look that comes with those characteristics—a lower, more muscular, more athletic stance.

The special skills of Eibach engineers are in the tuning of the individual components (springs, dampers and stabilizers) to achieve the best possible harmony between the driver, the automobile and the road. As a driver, you immediately feel more direct handling and greater predictability. Nose-diving under braking is reduced, as is excessive body roll during hard cornering. In any performance driving situation, tracking stability and driver confidence is greatly enhanced.











Eibach production technology is recognized worldwide as leading its field, from our high-strength spring steel alloys, to our advanced CNC winding process, to our high-quality corrosion protection, and the legendary longevity of our components.

The entire process, from initial development to final shipping, is subject to an extensive Quality Management System that is certified by the highest ISO 9001:2008 international quality standard. In fact, Eibach operates in accordance with its own—often more rigid—specifications. When you see the Eibach logo on a part, you can be sure that it is of the highest possible quality.

Eibach springs have supported numerous race and championship winners over the last two decades. The list of Eibach partners reads like a Who's Who in motorsports: AMG, Audi, BMW, Ferrari, Ford, Honda, Lamborghini, Lola, MazdaSpeed, Mitsubishi, Nissan, Subaru, Porsche, Renault F-1, Toyota, and many, many more.

Whether you're talking Formula 1, NASCAR, WRC, CART or IndyCar, Eibach regards motorsports as the ideal proving ground. The experience we gain at the highest levels of racing is directly converted into the development of the highest-grade chassis components on the planet.

And the enthusiasm created by the challenges of motorsports drives us to ever-higher performance levels—performance that you will enjoy every time you pull out of the pits or your own garage.

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Go Rhino

NAADE Inc., dba Go Rhino Products, representing brands Go Rhino, Go Rhino Public Safety, Big Country Truck Accessories and more recently sub-brands Xventure Gear and XPLOR Lighting, is the USA extension of the family-owned-and-operated, Mexico-based IDDEA Group.

Since 1975, Go Rhino has been a brand leader in the automotive aftermarket industry and prior to that IDDEA proved itself a reliable source in private label and OEM manufacturing at every level. To this day, the executive team maintains a delicate balance between the automotive aftermarket, public safety, private label, and OEM programs.

Product development, manufacturing, and distribution take place across North America from Guadalajara, Mexico, to Texas, California, the East Coast, and up into Canada. In addition to the USA and Canada, IDDEA distributes its own brands in Mexico and more than 30 other countries around the world.

Go Rhino is an avant-garde brand, which is evident in our products, our employees, and our customers. Our diverse, worldwide team gives us a unique global perspective, which is the foundation for our distinctive methods.

IDDEA manufactures many of the products we market in our own factory in Guadalajara. We currently have two buildings dedicated to IDDEA manufacturing. The factory is nearly 200,000 square feet and employs between 500 and 600 employees daily. The main factory is a vertical manufacturing facility, from raw materials to final finish, including powder-coat, polishing, and chrome-plating, all in-house.

Our second and newest building is located just around the corner from our factory and houses a state-of-the-art, 50,000-square-foot warehouse, all management offices, and a factory concept store complete with underground installation bays.

We maintain an additional 30,000-square-foot warehouse with factory concept store in Mexico City. NAADE Inc's headquarters and main distribution facility in the U.S. is located on the border in Laredo, Texas. Research and development, marketing, customer service, and our main sales office are in Southern California.





At Go Rhino, our product focus is deeper than what you see on the surface. It is the careful coordination of fit, function and style. Each product, whether application-specific or universal, is designed to fit each vehicle precisely. A no-drill and no-cutting installation policy is maintained whenever possible.

Each product is conceived and designed with a specific function, or functions, providing a solution that addresses a need, or multiple needs, for end consumers and/or industry partners.

Each product is painstakingly designed to grant every consumer the ability to express their individual personality or style through the customization of their vehicle. With numerous patents on the books and more on the way, our sights are set on the future.

We are charging ahead to change the world one innovative design at a time. Having a solid foundation anchored in our mission and core values has propelled Go Rhino to adapt and evolve throughout the years, addressing the specific needs of our customers and establishing a concrete reputation in the automotive industry.

Our mission is to "inspire and enrich, with innovation and passion, the personalized connections between everyone and their vehicles," and we plan to keep it that way for years to come.

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Keystone Automotive Operations has been a critical cog in the automotive performance parts and accessories machine for more than 50 years.

Beginning with a single location in northeastern Pennsylvania, Keystone Automotive Operations' complete coverage now encompasses the United States and Canada through the most extensive network of Sales and Distribution Centers, cross-docks, call centers and a company-owned truck fleet.

We are privileged to supply the very best of the best jobbers, dealers and installers with the broadest and deepest inventory of leading brands and products the industry has to offer.

For the next 50 years and beyond, we will continue to grow and expand to serve:

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- The premier manufacturers that design and manufacture all the great products we sell
- The industry that helps us be all we can be
- Our awesome team of long-service and experienced associates, and the many wonderful communities to which we belong.

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Motor State Distributing

Backed by six decades of experience in the racing and performance automotive industry, Motor State Distributing is the warehouse distributor of choice for thousands of wholesale customers across the United States and in more than 35 countries around the globe.

With a stocking inventory of more than 110,000 different parts representing more than 650 brands, Motor State Distributing offers performance components and equipment for Circle Track, Drag Racing, Open Wheel, Engine Builders, Hot Rods, Street Performance, Off-Road, Drift/Circuit Racing, and more.

Based in southwest Michigan, Motor State Distributing has built its reputation as an industry leader with a knowledgeable sales team and responsive customer service. Motor State Distributing is passionate about motorsports, with many of our team members bringing their firsthand experience as racers, off-roaders, hot rodders, and engine or chassis builders.

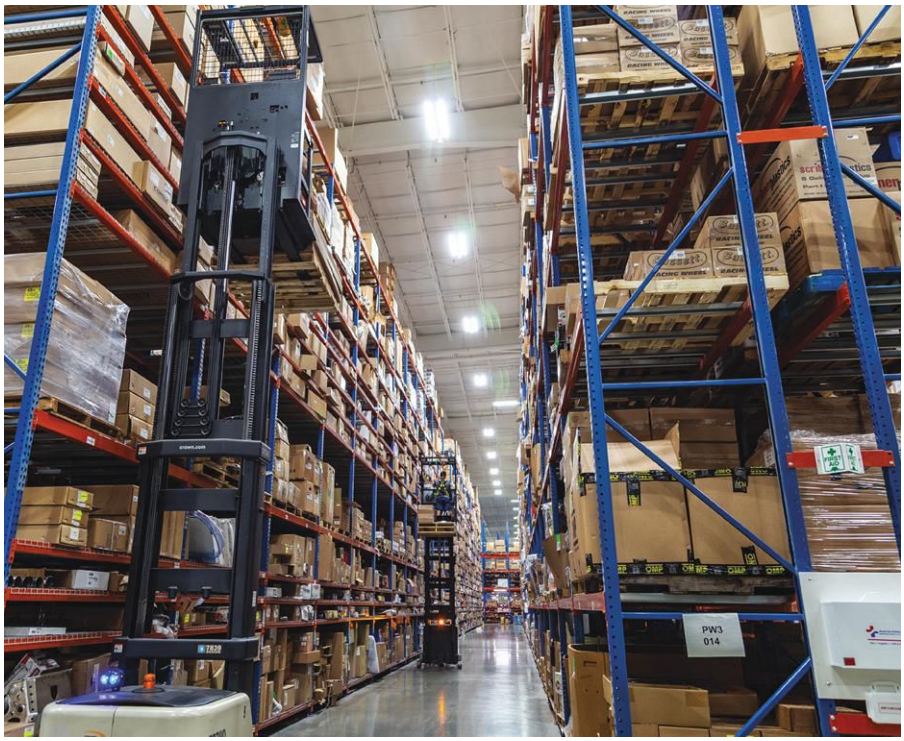
In addition, PriceGuidePro, our mobile-friendly online customer portal, allows users to verify inventory, place orders, and check shipping status any time, day or night.

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ARP's product line includes everything from engine and driveline fasteners for OEM replacement to performance aftermarket. They produce a variety of specialty products including cylinder head fastener kits, connecting rod bolt kits, exhaust manifold/header fastener kits, and more. Part number shown: ARP208-4601

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At N-FAB, we are committed to building heavy-duty, high-end, high-quality tubular parts for all the latest trucks and SUVs, dating back to the 1980s. While others are using thinner tubes to cut costs, N-FAB still uses heavier-gauge, 0.084-wall steel, with a welded one-piece construction. We zinc-coat each part for better protection from rust. Lastly, we finish our parts with a thick layer of high-gloss powder-coating for a long-lasting finish.

These standards N-FAB lives and breathes far surpass any of our competition.

N-FAB manufactures quality tubular accessories for most makes and models of trucks and SUVs, both foreign and domestic. Our core products consist of our award-winning, patented Nerf-Steps that come in three configurations—Cab-Length, Full-Length and Wheel-to-Wheel—and our Bed Access steps. With more than 400 models, we have the most complete and extensive line of patented Nerf-Steps on the market, available in a vast variety of finishes.

Since 2009, we have offered the much sought-after, fully polished, 304 marine-grade stainless steel in our most popular Wheel-to-Wheel models.

To continue our philosophy of building innovative products, we have the largest selection of production Pre-Runners and light bars on the market. Our newly produced M-RDS Radius Front Bumper features an aggressive, pre-runner style with a clean, conservative construction. This bumper follows the trimline of the front of your vehicle to conserve space, while still offering the ability to mount up to (in most cases) a 40-inch curved LED light bar.

N-FAB Roof Mounts are taking the industry by storm with their simplicity and reliability, paired with their sleek look. N-FAB Roof Mounts allow the user to choose from a wide range of 50-inch LED light bars. The 49-Series and 50-Series Roof Mounts accept most 50-inch light bars, regardless of the length of the housing.



The Rear-Runner was designed to finish the overall look of our offering with the functionality of rear-facing light mounts. N-FAB has all the bases covered if it's your desire to have a unique look with high-quality products that are designed to outlast your truck.

REALTRUCK INC.

RealTruck Inc. is the premier vertically integrated truck, Jeep and off-road parts and accessories company in North America. Headquartered in Ann Arbor, Michigan, with more than 5,000 employees and 35 locations across North America, we are an innovative, market-leading online retailer and manufacturer. Realtruck.com is the ultimate source and digital destination for those who love and live a real truck lifestyle.

Fueled by our customer-first mindset, we continuously design, develop, manufacture, and sell industry-defining products with more than 570 patents and growing. Our 28 powerhouse product brands are No. 1 or No. 2 in U.S. market share in each of our primary categories.

Our extensive omni-channel approach allows us to serve customers wherever they're searching, researching, and shopping for our products online or through the Truck Hero Pro Channel, which includes more than 12,000 dealer locations and automotive (OEM) partnerships.

RealTruck Inc. is engineered to deliver a seamless customer journey from idea to installation.

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National Performance Warehouse



NPW is a warehouse distributor that offers a comprehensive selection of traditional, engine, performance and truck parts and accessories for the automotive industry.

With stocking locations across the United States and Canada, company stores, over 700 premium brands distributed and more than 1 million part numbers in stock, NPW is the nationwide leader in marketing specialty, traditional and automotive parts and accessories.

We service dealers, shops, techs, and installers through our stores, jobbers and online and specialty retailers from our DCs, and have a healthy export business.

NPW had its beginnings in a 300-square-foot shop when 20-year-old Larry Pacey started rebuilding carburetors as National Carburetors. As the business grew, Larry expanded into selling performance products and eventually added traditional parts to become a full-service WD. Larry is also a NHRA record holder who traveled the race circuit. His love for the industry is firmly based on his hands-on experiences.

At NPW, our mission is to be the premier provider of parts and service while forging meaningful and longstanding relationships.



Headquartered in Miami in our brand-new, state-of-the-art distribution center, NPW is a family-owned and operated business. We are led by our Founder and Chairman of the Board Larry Pacey, and his sons Chris, our President/CEO, and John, our VP of Purchasing.

Through our NPW team, we provide our customers with a skilled and knowledgeable sales staff, accurate and high-performance order processing, quick and on-time logistics, great marketing to all levels of trade, and the best IT support and programs. All are backed by a strong company that continues to expand and grow.

At NPW, we put our employees and customers first. Exemplified by the longevity of our employees, we have something special here at NPW. We strive to have relationships with each other.

Our core values at NPW are to be driven and purposeful in what we do. We are constantly adapting to changes, we work together within as well as outside our organization, we are honest and thoughtful in what we do, we get results and achieve our goals, and we care about our customers, vendors, and our success.

NPW has an easy, same-day account setup process. Please call our new toll-free dealer hotline at (800) 330-3021.

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Multiple styles to fit your trucks needs



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America's #1 Selling Truck Bed Cover. Stocking Hard & Soft Folding covers:

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Hard Rollup Bed Covers. Stocking M/A/E Series & the ALL NEW M-SeriesXT & A-SeriesXT



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Best Selling Hard Holding Bed Cover. Stocking the MX4 Series, RevolverX4s & RevolverX2.



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Best Selling Soft Rollup Bed Cover. Stocking Truxport, LoPro & ProX15 Series.



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Tampa, FL.....727-531-9353	**Chicago, IL**..... 773-413-3603	**Boise, ID**..... 208-342-6868	**Denver, CO**..... 303-572-8844	**Oklahoma City, OK** 405-942-8435	**Portland, OR**.....503-691-6251
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Oakland, CA..... 510-569-9802	**Oakland Park, FL**.. 954-239-4560	**Boaz, AL**..... 256-593-2289	**Albuquerque, NM** .. 505-761-0100	**Anchorage, AK**.....907-563-7278	

Quadratec Inc.

For more than 30 years, Quadratec has offered the Jeep community the very best parts at the very best prices. And over the years, we have become known throughout the automotive industry for our experience, knowledge, inventory, service and quick delivery.

Our wholesale program seeks to bring all those talents and a wealth of products to automotive businesses worldwide.

The Quadratec Wholesale program allows retail automotive businesses to purchase Jeep parts and accessories at wholesale prices. The program is open to licensed automotive businesses with an operational company. Quadratec strives to qualify and sell only to companies servicing the Jeep, next-generation Bronco and similar aftermarket off-road segments.

With over 500 brands—many not carried by other distributors—Quadratec Wholesale is the trusted source of proven products that customers not only need but crave as well.

That isn't the entire story, however, because our engaged sales team members use and love these vehicles every day and have the training and experience to help companies determine just the right parts to fit each customers' needs, as well as expertly answer any questions. Our decades of experience have fine-tuned our operations to provide high fill rates, easy ordering, same-day shipping, tracking and two-day delivery to many parts of the U.S.

Quadratec Wholesale customers enjoy a wide selection of Jeep parts and accessories, wholesale prices, fast and free shipping, dedicated customer service and the ability to sell Quadratec products under their own company roof. This includes everything from replacement body parts and suspension components to wheels and tires, lights, soft tops, overlanding equipment and vehicle protection.

Quadratec's access to suppliers creates unbeatable wholesale prices for its partner companies and wholesale customers can save money on all of the products they purchase. Quadratec also offers free shipping on all orders over $49. Orders under $49 ship for a flat rate of $9.99.

And wholesale program service doesn't end at the sale. Quadratec continues to work with its wholesale partners by employing a dedicated customer service staff that is available to answer questions, help with order tracking, provide advice and quickly handle returns—all to keep wholesale businesses working efficiently.



QUADRATEC INC.
quadratecwholesale.com

Quadratec® WHOLESALE

TACTIK®

Tonneau Covers

For '20+ JT Gladiator
EZ-Hard Panel Tri-Fold with Vinyl Outer Layer Tonneau Cover #12074-1100
Lock & Roll Up Tonneau Cover #12074-1300
Tri-Fold Soft Tonneau Cover #12074-1200
Low Profile Hard Tri-Fold Tonneau Cover #12074-1000


LOCK & ROLL UP


SOFT TRI-FOLD


EZ-HARD TRI-FOLD


LOW PRO HARD TRI-FOLD

PROTECT AND SECURE YOUR CARGO - 4 OPTIONS TO FIT YOUR NEEDS



Clips to Securely Hold the Tonneau When Carrying Oversized Items

PROTECT VALUABLES

Keep your valuables & tools out of sight & protected from the elements.

DRILL-FREE INSTALL

Easy installation in just a short amount of time.

BED ACCESS

Folded back in the open position, most if not all of the bed is fully accessible for any hauling need.

Looking for a New Wholesale Supplier?

We are your Exclusive Source for These Top Jeep Accessory Brands, Plus Over 500 other Top Brands!

CARNIVORE · Lost Canyon Premium Overland Gear · Tru-Fit Floor Liners · QuadraTop · Diver Down Neoprene Seat Covers · TACTIK® · LYNX Wheels & Suspension · ULTIMATE Floor Liners · RES-Q · AccuPart

OUR WEBSITE HAS CHANGED! www.QuadratecWholesale.com | 1-800-979-5857 | wholesale@Quadratec.com

RANDYS Worldwide

For over 40 years, RANDYS Worldwide has been driving exceptional quality and engineering. In its beginning, Randy's Ring & Pinion began as a shop with a testament to providing customers with the best installation and product for their vehicles. Over time, opportunities led to the introduction of new brands that stood behind their products, such as Yukon Gear & Axle and USA Standard.

From ring & pinions came axles, lockers, driveshafts, and the most complete installation kits on the market. Randy's knew the needs of the shops and provided the best product and the most comprehensive drivetrain lineup in the industry.

Fast-forward to today, where RANDYS Worldwide has continued to take quality and engineering to new heights. RANDYS continues to develop new products in the drivetrain field, establish new partnerships in suspension, offer complete axles, wheels, and armor, while still maintaining the initial value points from its humble beginnings.

Its approach to industry partnerships has always been to work within the product channels with its technical expertise. The value of maintaining specific product intelligence that focuses on providing the best value to the shops and installer networks is key.

Keeping a keen eye on dealer networks has been a key factor in RANDYS' industry partnerships. RANDYS has maintained a solid balance between general installation, the break-fix parts, and the continuation of providing high-end performance products to the off-road, racing, overlanding, trail rig and rock crawling communities.

Its performance brands build out an impressive lineup: Yukon Gear & Axle, Carli Suspension, ICON Vehicle Dynamics, and Dynatrac are all under one roof. What's most impressive is that the shop has the ability to represent the best of the best, connecting with the manufacturer and their RANDYS Sales Managers to gain insight into the questions and tech support that comes with being in the industry. What you drive, how you drive, what your budget is, and how it all gets installed can be answered through a connection at RANDYS.

Quite often, the business isn't about what someone is considering doing to their car in the future, but being there for an installer that has a car on the lift that's broken today. With over 30,000 parts in stock and six distribution centers nationwide, RANDYS has the ability to get the dealer what they need. From drivetrain parts to full transfer cases and manual transmission units from Zumbrota Drivetrain, to the components, RANDYS has you covered.

RANDYS sees its business as an extension of its customers. The company stays tight in what it knows, stays focused on quality, provides solutions not just answers, and offers parts that enhance the quality of the shop's work.

It prides itself on maintaining industry-record low warranty rates through all of its branded products.

By targeting product quality and taking the time to educate its dealers on proper installation and tech, everybody wins. It's a recipe for success that has lasted more than 40 years.



RANDYS WORLDWIDE
randysworldwide.com

BEST BRANDS IN DRIVETRAIN

Yukon Gear & Axle

ICON VEHICLE DYNAMICS®

DYNATRAC CONFIDENCE TO EXPLORE®

ZUMBROTA DRIVETRAIN

USA STANDARD GEAR®



AVAILABLE AT RANDYS

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The Wheel Group

Founded in 1969, The Wheel Group (TWG) has emerged as a leading provider of aftermarket wheels and accessories, dedicated to delivering exceptional quality and style to automotive enthusiasts around the world. With a commitment to innovation, craftsmanship, and customer satisfaction, TWG has become a trusted name in the industry, setting new standards for wheel design and performance.

As a pioneer in the wheel industry, TWG has continuously pushed boundaries and embraced cutting-edge technologies to stay ahead of the curve. Its extensive product portfolio includes a wide range of wheels for various vehicle types, from sedans and SUVs to trucks and performance vehicles. Each wheel is crafted with precision engineering and attention to detail, ensuring both aesthetic appeal and top-notch performance on the road.

One of the cornerstones of TWG's success is its unwavering commitment to customer satisfaction. It understands that purchasing aftermarket wheels is an investment and goes above and beyond to ensure its customers receive the highest level of service.

When customers reach out to TWG, they are greeted with professionalism, knowledge, and genuine enthusiasm. The dedicated team of experts takes the time to understand each customer's unique needs and preferences. Whether it's helping select the perfect wheel design or assisting with technical inquiries, TWG is committed to exceptional service.

Moreover, TWG remains at the forefront of industry trends, consistently introducing innovative designs and materials to cater to evolving market demands. By staying ahead of the latest trends, TWG ensures that its customers can make a bold statement on the road and stand out from the crowd.

In addition to exceptional wheel offerings, TWG proudly manufactures accessories to provide customers with a comprehensive range of automotive solutions. Two prominent brands in its lineup are Body Armor 4x4 and Tuff Stuff Overland, both known for their dedication to quality, durability, and innovation.



Body Armor 4x4, a leading manufacturer of off-road accessories, is committed to providing rugged and reliable products for the adventurous off-road enthusiast. Its extensive range of accessories includes bumpers, side steps, roof racks, and more, all designed to enhance the functionality and protection of 4x4 vehicles.

With a focus on high-quality materials and rigorous testing, Body Armor 4x4 ensures that its products can withstand the toughest off-road conditions, offering peace of mind to drivers seeking reliable performance on their outdoor expeditions.

In addition, Tuff Stuff Overland specializes in premium outdoor and overlanding gear. From rooftop tents to camping equipment, Tuff Stuff Overland equips outdoor enthusiasts with everything they need for unforgettable adventures.

A commitment to quality craftsmanship and attention to detail is evident in its products, which are built to withstand the rigors of outdoor exploration. With a passion for providing exceptional value and customer satisfaction, Tuff Stuff Overland has become a trusted brand among outdoor enthusiasts in need of reliable and innovative gear.

TWG reinforces its position as a trusted source for all automotive customization needs. Collaborations with influential brands and industry leaders have further cemented its position as a trusted and respected name in the aftermarket wheel industry.

A commitment to quality and innovation has resulted in numerous prestigious awards and accolades—from industry trade shows to automotive publications, TWG's products consistently receive praise for their exceptional craftsmanship, cutting-edge designs, and unparalleled performance.

As TWG continues to evolve and innovate, it remains committed to its core values of craftsmanship, customization, and customer satisfaction. With a relentless pursuit of excellence and a drive to exceed expectations, The Wheel Group is set to continue revolutionizing the automotive industry and inspiring automotive enthusiasts worldwide.

THE WHEEL GROUP
thewheelgroup.com

TUFF STUFF®
OVERLAND

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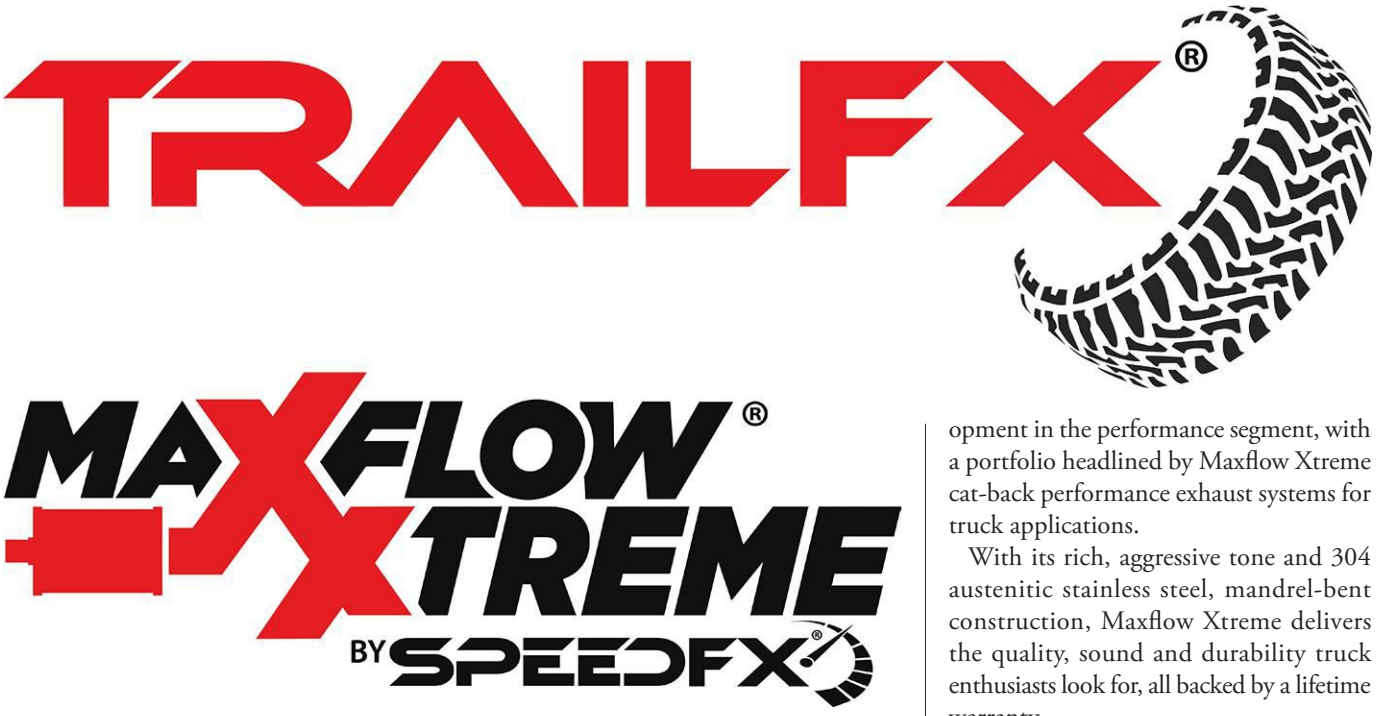
The Alpine
Aluminum Shell Roof Top Tent

Available in two sizes, FiftyOne (51", pictured) and SixtyOne (61")

- DUAL-ACTION OPENING ROOF
- BLACK-OUT COATED FABRIC
- MULTIPLE ENTRY POINTS
- 1 MIN QUICK & EASY SET-UP
- SLIM & COMPACT PROFILE
- INTEGRATED ROOF RACK
- FOUR-SEASON ROOF TOP TENT

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TrailFX



TrailFX is a brand synonymous with quality and affordability. Well-established in the truck and off-road accessories segment, TrailFX has expanded its product portfolio over many years to include the products that every truck and Jeep owner desires most for their vehicle.

From step bars in multiple shapes, sizes and materials, to bed accessories, winches, toolboxes, suspension kits and overlanding accessories, TrailFX appeals to the budget-minded shopper who wants stylish and functional products that provide years of worry-free service.

Headquartered in Exeter, Pennsylvania, with an engineering team located in Elkhart, Indiana, TrailFX has been recognized by the industry on multiple occasions as a leader in both product design and execution.

In 2017 and 2022, TrailFX was awarded Best New Exterior Accessory honors at the annual SEMA Show in Las Vegas. In 2017 recognition was given to the TrailFX 3.5-inch Oval Bull Bar with integrated Double Row LED Light Bar. The product is offered in both black powder-coated and polished stainless steel finishes, is custom-designed for each application for a seamless fit, and bolts directly to factory mounting points for easy installation.

In 2022, the SEMA Best New Exterior Accessory award went to the TrailFX Angled Steel Fender Flare for the new Ford Bronco platform. Designed to enhance the contours of the new model, these black powder-coated steel flares add a custom look that complements the lines of the vehicle and matches seamlessly with TrailFX bumpers, step bars and tire carriers, also available for the Bronco platform.

Meanwhile, SpeedFX, the sister brand of TrailFX, takes the same high-quality, budget-friendly approach to product development in the performance segment, with a portfolio headlined by Maxflow Xtreme cat-back performance exhaust systems for truck applications.

With its rich, aggressive tone and 304 austenitic stainless steel, mandrel-bent construction, Maxflow Xtreme delivers the quality, sound and durability truck enthusiasts look for, all backed by a lifetime warranty.

Other categories rounding out the performance catalog include mufflers and exhaust tips, hoses and fittings, distributors, spark plug wires and engine accessories.

All TrailFX and SpeedFX products are engineered and rigorously tested to industry standards for safety, resulting in problem-free installation and reliable performance—this is what leads professional jobbers and consumers to choose them as their preferred brands.

In store point-of-purchase displays, plan-o-grams and signage are all available to help educate consumers and promote winches, step bars, bumpers, toolboxes, LED lighting and exhaust systems.

"Our team is committed to leading the industry with safety, service, and innovation by developing new products that exemplify the phrase 'Designed for Life,'" says Jane Donnelly, marketing director.

All products are exclusively distributed by Keystone Automotive Operations.

TRAILFX
trailfx.com

STAND OUT FROM THE HERD

FORD BRONCO PRODUCT SPOTLIGHT

Stand out from the herd with head-turning, accessories for the new Ford Bronco from Trail FX. With several styles of Bumpers and Fender Flares, along with Rocker Guard Steps and a Spare Tire Carrier, TrailFX delivers that custom look you want at a price you can afford.



- ✔ FRONT BUMPERS
- ✔ REAR BUMPERS
- ✔ FENDER FLARES
- ✔ ROCKER GUARD STEPS
- ✔ SPARE TIRE CARRIER

TRAILFX®

Exclusively distributed by Keystone Automotive Operations, Inc.

Up to $75 Consumer Rebate
SCAN HERE!

The Warn Group, Fab Fours Inc.

Fab Fours Inc. is the leading manufacturer of fabricated steel mounting solutions for trucks and Jeeps. Our product offerings include multiple fabricated steel truck and Jeep bumper and accessory options.

Fab Fours' products are recognized as premium offerings in the off-road, fleet, and general-purpose segments. The company was founded in 2004 and is known for its vision, innovation, and willingness to take risks by developing polarizing concept vehicles like "Kymera" and award-winning products including the "Grumper" combination grille and bumper, which has received multiple awards including the Showstopper award at the SEMA Show.

With headquarters in Lancaster, South Carolina, Fab Fours is part of The Warn Group, with products that are designed, tested, and manufactured in South Carolina by a workforce that puts its heart and pride into every product.

The engineering team uses the latest 3D design software to turn new product ideas into reality.





FAB FOURS INC.
fabfours.com

Fab Fours

MADE IN THE USA

2023 FORD SUPER DUTY



BLACK STEEL™

BLACK STEEL ELITE

#1 BUMPER CHOICE OF PREMIUM VEHICLE BUILDERS

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Meyer Distributing is a complete automotive and RV/towing wholesale distributor. With 82 locations and over 2,500,000 sq. ft. of warehouse space, Meyer Distributing has a huge inventory of parts to service your needs. Meyer Distributing has 12 locations that provide next day delivery, and a fleet of 500+ trucks that serve 48 states direct, plus Canada. Meyer Distributing is driven to perform – we provide the products you need when you need them.

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Westin Automotive Products

Westin Automotive is a renowned manufacturer and supplier of premium automotive accessories, specializing in grille guards, bull bars, running boards, LED lighting, and public safety products.

With a commitment to innovation, quality, and customer satisfaction, Westin Automotive has become a trusted name in the automotive industry. Its extensive product line caters to a wide range of vehicles, from trucks and SUVs to Jeeps and commercial vehicles.

Westin Automotive Inc. is excited to announce the expansion of its operations with the integration of a new, state-of-the-art manufacturing facility carved out of its existing shipping warehouse in Dallas this spring. The company partnered with leading architects and construction firms to ensure the highest standards of design, sustainability, and operational efficiency were met throughout the project.

The expansion project demonstrates Westin Automotive's commitment to meeting the growing demands of the automotive industry and providing exceptional service to its customers. The newly integrated manufacturing facility is responsible for manufacturing products for both the Westin Automotive aftermarket division and the Westin Public Safety division, and represents a significant milestone for the company.

By optimizing the available space, Westin Automotive has seamlessly incorporated these manufacturing capabilities into its operations. This innovative approach allows for a more comprehensive product offering and improved coordination between manufacturing and distribution functions.

"At Westin Automotive, we are dedicated to delivering top-quality automotive accessories for both aftermarket and public safety applications," says Bob West, CEO of Westin Automotive. "The integration of our manufacturing facility enables us to meet the specific needs of our customers, whether they are automotive enthusiasts or public safety organizations. By combining manufacturing and distribution within the same facility, we can offer increased efficiency, reduced lead times, and an improved overall experience for all our customers."



The expanded facility combined a new, 40,000-square-foot manufacturing area with Westin Automotive's existing 110,000-square-foot warehouse. The manufacturing area is equipped with cutting-edge equipment, advanced technologies, and dedicated assembly lines, ensuring the production of superior automotive accessories and public safety products that meet the highest industry standards.

The expansion project has also created several job opportunities within the Dallas area, contributing to the local economy and providing avenues for skilled professionals and workers. Westin Automotive remains dedicated to fostering a supportive work environment and investing in employee growth and development, playing a vital role in the prosperity of the community.

WESTIN AUTOMOTIVE PRODUCTS
westinautomotive.com

PROVEN PERFORMANCE SINCE 1970

NEW **IN STOCK!**

MESA ROOF RACK

FEATURES AND BENEFITS:

- **ALL ALUMINUM CONSTRUCTION**
- **MULTI-PURPOSE "CARGO MANAGEMENT SYSTEM"**
  allows variety of gear storage
- **ABILITY TO REMOVE THE HARDTOP**
  panels while rack is installed
- **ELECTROSTATIC BASE COAT**
  provides long lasting corrosion protection
- **BOLT-ON INSTALLATION**
  no drilling required
- **ENGINEERED FOR MOST ROOF TOP TENTS**

FOR 2023 TOYOTA TUNDRA

PRO-SERIES MID-WIDTH FRONT BUMPER **IN STOCK!**

FEATURES AND BENEFITS:

- **PROVIDES A WINCH-CAPABLE**
  upgrade replacement to factory bumper
- **ACCOMMODATES MOST WINCH MODELS**
  up to 12,000lbs.
- **INTEGRATED LIGHTWEIGHT 10-GAUGE STEEL SHELL & 4-GAUGE STEEL WINCH TRAY**
  provides superior strength at an affordable price
- **E-COATED BASE COAT**
  provides long lasting corrosion protection

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WESTIN®

Worksport



Worksport is a cutting-edge technology company focused on transforming the pickup truck industry. Our mission is to create innovative and intelligent accessories that enhance the practical capabilities of today's pickup trucks while also anticipating and meeting the evolving needs of tomorrow.

By leveraging advanced technologies and innovative designs, we aim to elevate the pickup truck to new heights of functionality, convenience, and sustainability.

Currently offering four soft folding tonneau covers, Worksport will soon assemble hard covers in its state-of-the-art Buffalo, New York, facility.

Worksport's flagship products—the COR mobile battery storage system and the SOLIS solar-integrated tonneau cover—are gamechangers in portable power, providing reliable, efficient, and eco-friendly energy solutions for various applications.

WORKSPORT MAKES INNOVATIVE PRODUCTS THAT ENHANCE OUR CUSTOMERS' TRUCKS AND POWER THEIR LIVES AT THE JOB SITE, CAMPSITE, OR EMERGENCY SCENE.

Worksport's Truckbed Power System consists of two products: SOLIS and the COR.

The SOLIS solar-integrated tonneau cover is a truck bed cover that protects your truck, pairing groundbreaking clean technology with the hardworking, precision-engineered toughness expected from a tonneau cover. The COR energy storage system is designed to be portable and charge seamlessly with the SOLIS. This powerhouse team creates a mobile nanogrid, supplying juice when and where needed.

PERFECT FOR JOBS OF ALMOST ANY SIZE, NOW YOUR CUSTOMERS CAN TURN ANY PICKUP TRUCK INTO A PORTABLE POWER SOURCE.

Worksport is committed to revolutionizing how we charge electric vehicles by developing cutting-edge technologies, such as the COR and SOLIS, that improve charging efficiency, capability, accessibility, and affordability. Worksport is ready to revolutionize the next generation of pickup truck technology and portable power solutions through its unwavering commitment to innovation, sustainability, and customer satisfaction.

Worksport CEO Steven Rossi, a truck owner, recognized that a truck is much more than a vehicle; it's a way of life. Rossi set out to make Worksport the premier provider of innovative and sustainable solutions for the pickup truck industry and the broader consumer power electronics market. Worksport is committed to high-quality products that redefine the pickup truck accessory market by providing tonneau offerings that deliver an elevated experience over traditional tonneau covers, working to bring the manufacturing of its hard covers to North America and developing next-generation tonneau covers that provide solar-generated power, adding driving range to EV pickups and creating mobile nanogrids.

WORKSPORT OFFERS CUTTING-EDGE TECHNOLOGY DESIGNED TO INNOVATE THE PICKUP TRUCK MARKET WITH CLEAN ENERGY THAT GOES WHERE YOU GO.

Aiming to provide a superior-quality product to a market oversaturated with lower-quality offerings, the company also supports the North American economy. Worksport has purchased a wholly owned facility in western New York, where it aims to onshore the production of several tonneau covers, including the solar-integrated SOLIS—a hard cover like no other.

Purchasing and preparing a factory for manufacturing from the ground up is no small feat. Still, for Worksport, it is part of a larger commitment to doing its part in helping the U.S. economy and supporting the local community.



WORKSPORT
worksport.com

Worksport®

THE WORKSPORT TRUCKBED POWER SYSTEM

TURN ANY TRUCK INTO A PORTABLE ENERGY SUPPLY

COR & SOLIS

The portable power team that is changing the face of the pickup world, Worksport's SOLIS is a solar-integrated tonneau cover that seamlessly charges the COR mobile energy storage system. Together, they provide off-grid green energy with uncompromising reliability.



PRE-SALE AVAILABLE NOW.

Discover more at worksport.com | sales@worksport.com | (888) 554-9798

Steelcraft Automotive

Founded in the automotive aftermarket heartland of Southern California in 1998, Steelcraft is the premier manufacturer of truck and SUV accessories.

With corporate offices and research and development facilities strategically located in Corona, California, Steelcraft is home to the finest team of dedicated employees, with hundreds of years of cumulative automotive expertise.

Our valued clients define our success and are our highest priority.

STEELCRAFT AUTOMOTIVE
steelcraftautomotive.com





Advanced Fuel Dynamics



Advanced Fuel Dynamics is the premier provider of flex-fuel control technology in the automotive aftermarket. Based in Troy, Texas, Advanced Fuel Dynamics focuses on providing the power and economy of E85 to the burgeoning market of automotive flex-fuel performance.

Founded by an engineer and professional tuner, Advanced Fuel Dynamics utilizes the latest technologies to create a plug-and-play solution for those who want to take advantage of E85's potential and add more power and extend engine life in today's performance cars, trucks and SUVs.

The real genius of our engineering came from the realization that E85 blends differ from pump to pump, and existing solutions could not safely cope with this inconsistency. What the market required was a true flex-fuel system for performance engines that reacts to changes in the blend of E85 and gasoline in real time.

With the development of the ProFlex Commander and the ProFlex Connect app (available on the Apple App Store and Google Play), safe E85 management was ready to be unleashed on the performance market.

With ProFlex Commander systems specially designed and made for Ford, GM, and Mopar performance applications, you can now get the most out of your engine using the biggest bang-for-your-buck fuel on the market, E85.

Order one today for your ride—just go to advancedfueldynamics.com and find the right one for you!

ADVANCED FUEL DYNAMICS
advancedfueldynamics.com



Covercraft Industries

Covercraft Industries LLC is a leading branded manufacturer of Automotive, Marine and Recreational Vehicle protection products, as well as a market leader in outdoor protection products for Home and Garden.

Covercraft's product offerings include full vehicle covers, seat covers, front end masks, dashboard covers, windshield sunscreens, floormats, boat covers, Bimini tops, RV covers and related accessories, patio furniture and outdoor kitchen covers, and other products that preserve and protect.

The company focuses on custom fitment with an exhaustive library of patterns for distinct automotive, marine, RV and outdoor protection products. Our Mission is to design and manufacture quality products that protect the things that move you. Our Goal and Vision are to be the most sought-after source for customers seeking to protect their investments, hobbies, adventures, and memories.



The Covercraft family of brands includes ADCO, Carver, Lloyd Mats, Marathon and PCI. Founded in Southern California in 1965, Covercraft is headquartered in Pauls Valley, Oklahoma, with manufacturing facilities in Oklahoma, California, Montana, South Carolina, Texas, and Mexico.

COVERCRAFT INDUSTRIES
covercraft.com

COVERCRAFT
PROTECTIVE COVERS AUTOMOTIVE • MARINE • RV • HOME

SEATSAVER™ CUSTOM SEAT COVERS

- Superior seat cover protection
- Protects seats from sun, dirt and daily driving abuse
- Includes all applicable headrests, armrests & console cover
- Shields seats from damaging UV rays that can cause fading
- Specially made to install & remove quickly
- Works with heated seats
- Machine washable
- 3 year warranty



PROTECTING THE THINGS THAT MOVE YOU®
sales@covercraft.com 800-426-8377

Dee Zee Inc.



Dee Zee is a top manufacturer of aluminum products, specializing in the automotive industry. It holds the distinction as an Original Equipment Manufacturer (OEM) to some of the largest automotive brands in the world. It is a trusted partner as a Tier 1 supplier and holds all ISO certifications to become a dominant manufacturer in the automotive industry since 1977.

Its products are built in the Heartland by more than 1,100 dedicated employees with a Midwest work ethic to meet the quality standards of both aftermarket and OEM customers. It is a family-owned business with Kelli Gallagher as president and a stable management team, based in Des Moines, Iowa.

Dee Zee may have started as "The Running Board People" in the aftermarket with just a handful of SKUs, but its technology, buildings, and capabilities continue to grow. It has a sprawling campus of eight manufacturing buildings in the Des Moines metro area dedicated to stamping, extrusion press, tool & die, R&D, ELCV, lasers, automation, robotics, and much more.

Dee Zee's cutting-edge technology and innovation continue to pave the way for the next generation of products to improve the functionality and design of CUVs, SUVs, and trucks. Visit the website to learn more about its products and capabilities.

DEE ZEE INC.
deezee.com



EXEDY Globalparts Corp.

EXEDY Corporation of Japan (formerly known as Daikin Manufacturing Company) is one of the largest independent OEM suppliers. We supply all of the major Japanese vehicle makers as well as Ford and GM in the U.S. We are also the leading manufacturer of racing clutches in Japan and supply all six factory vehicle manufacturers' race teams.

Unlike our competitors, our racing clutches are NOT rebuilt OE, or modified stock clutches. All EXEDY racing and performance clutches are engineered, designed and built from the ground up as race clutches, in the shadow of the OEM products.

EXEDY's product innovations are patented worldwide and developed in-house using state-of-the-art design, inspection and testing equipment. Before any design goes into production it goes through rigorous tests that simulate severe driving conditions, which ensures perfect performance in your vehicle.



Additionally, no part will leave the EXEDY factory without a robotic and visual inspection, which guarantees quality you can stand behind.

EXEDY GLOBALPARTS CORP.
exedyusa.com



Hypertech



Hypertech is a technology-driven performance company with a unique status in the automotive aftermarket industry. Unlike other speed equipment manufacturers that produce hard parts like camshafts and cylinder heads, our core product is knowledge—the ability to tune the complex vehicle computers that control essential functions in modern cars, trucks, and UTVs.

The knowledge and skill of the Hypertech team are our most valuable assets. Our staff of engineers and technicians have degrees in a variety of disciplines including electrical engineering, computer science, and mechanical engineering.

Everyone at Hypertech has a passion for power and performance. We love and live it all, whether it's drag racing, off-roading, or street cruising. When you're as passionate as we are about anything automotive, it really shows in the performance products we develop and manufacture.

We take pride in providing the best possible products for your vehicle, so you can enjoy your passion for performance as much as we enjoy ours.

As the power of digital systems expands, Hypertech will continue to design and manufacture performance products for the latest cars, trucks, and UTVs on the market.

HYPERTECH
hypertech.com



ICON Vehicle Dynamics



Here at ICON Vehicle Dynamics, we're not your average gearheads—we're the trailblazers who turn dreams into reality. We unlock the full potential of your favorite trucks, Jeeps, and SUVs with our premier suspension, wheels, and armor designed for topline performance and epic off-road adventures.

At ICON, we're all about pushing boundaries. Our team of passionate experts specializes in crafting top-of-the-line equipment that can tackle any terrain with style and finesse. We've made waves in the industry with our catalog of complete suspension systems and serviceable shocks that have redefined what it means to have a truly capable ride.

Prepare to leave your worries in the dust, as our products deliver unmatched performance capabilities that'll make your heart race and increase your smiles per gallon (or liter).

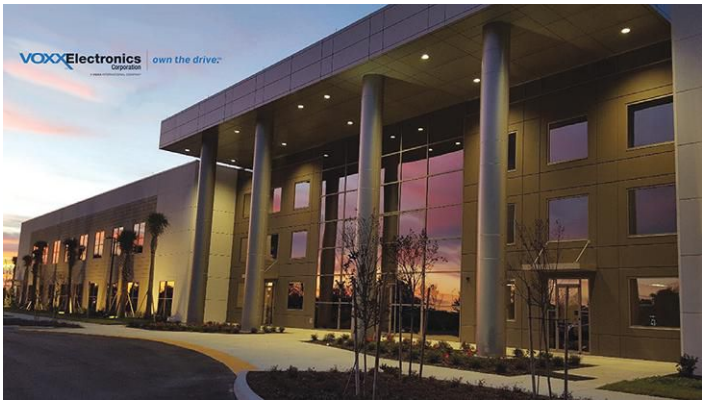
We're not just serious about dominating the off-road scene—we're serious about having fun while doing it. We're enthusiasts, and we believe that life is meant to be one big adventure.

Whether you're into an off-road-capable daily driver, a weekend trail runner, an extreme crawler, or even an expedition long-hauler, we have the equipment to see you through. That's why our corporate lingo takes a detour on the fun side, where passion meets performance, and every day feels like a joyride.

ICON VEHICLE DYNAMICS
iconvehicledynamics.com



VOXX Electronics Corporation



Founded 60 years ago by John Shalam, VOXX Electronics Corporation began in the automotive market in 1965 and has carried on the tradition of innovation for over five decades.

For years, we have been the No. 1 supplier of in-vehicle rear-seat entertainment systems, vehicle remote start and security systems, distracted driver solutions, and telematics in the North American aftermarket. We have a diverse brand and product portfolio, a vast distribution network, and significant manufacturing and engineering capabilities.

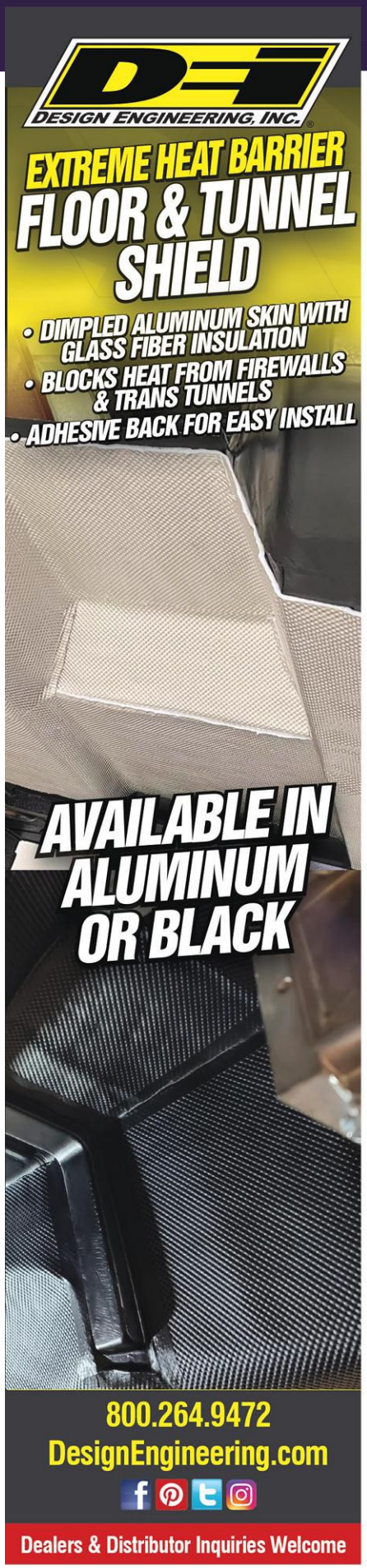
Today, we are proud to bring to market brands such as Advent, Audiovox, Movies2Go, Invision, Prestige, Pursuit, Code Alarm, Omega, CarLink and Flashlogic. With the acquisition of Rostra and the majority of Directed's automotive aftermarket business consisting of Viper, Autostart, Astrostart, Clifford, Python, Automate, and Avital, we became the unquestioned No. 1 supplier of remote start and security systems, while significantly enhancing our telematics offerings.

To round out our business, we are the exclusive North American distributor of SiriusXM products as well as Gentex mirrors. Our focus has always been on innovation and exceeding customer needs.

Today, VOXX Electronics Corporation services a distribution network of aftermarket specialists, wholesalers and distributors, upfitters, performance shops, consumer electronics and auto aftermarket retailers, car dealerships, and expeditors.

VOXX ELECTRONICS CORPORATION
voxxelectronics.com





Design Engineering Inc.



For almost 30 years now, Design Engineering Inc. (DEI) has been known for producing exceptional-quality heat and sound control products for many industries including racing, restoration, aviation, powersports, marine, locomotive and—to set us even farther apart—build-to-spec heat and sound control solutions.

We have solutions to control all types of heat for whatever you are working on: conduction, convection or radiation. High-quality reflective heat barriers and insulating materials protect drivers and components to make you safer and more comfortable.

Sound and noise are disruptive and can be very annoying. We have the right solutions to control sound and noise and to improve acoustics in any application. Whether restoring a hot rod, driving your Jeep, or working on noisy machinery, our high-quality materials help eliminate loud, miserable environments.

There is also another facet of our business that we specialize in: working with other customers to help solve their heat and sound control problems. We have designed custom solutions for many industries including aviation, powersports, racing, marine and even locomotive. We have also produced build-to-spec contract work for commercial, industrial and military-related businesses, to name a few.

Our in-house design team can quickly create first article prototypes for inspection, fitment and evaluation purposes. Once a final design is tested and approved by the customer, production begins based on their requirements. In-house water jet and CNC table cutters enable fast turnaround times for products.

All of the businesses that come to Design Engineering for heat and sound solutions recognize our capabilities and ability to come up with the correct, innovative product to solve a problem.

DESIGN ENGINEERING INC.
designengineering.com

IDIDIT

Thirty-five years ago, in 1986, IDIDIT was founded from a passion for hot rods and classic vehicles. The company started in the garage of our founder, Ken Callison.

Producing the highest-quality products is what IDIDIT stands for. Our products are proudly designed and manufactured in the United States. By purchasing local raw materials and manufacturing in-house we can ensure that superior components and workmanship are being used to produce our top-quality products.

IDIDIT offers steering columns for almost every vehicle out there. Our inside joke is if you can dream it, we can build it. In addition to steering columns, we also offer the accessories needed to complete the look of your steering column. Starting from the top of the column and working toward the bottom, we have a variety of products to fit your needs.

IDIDIT has traditionally been recognized as a street rod and muscle car company, and while accurate, those are not the only vehicles that can benefit from our products. IDIDIT manufactures steering columns and accessories to fit virtually any classic car, truck, and Jeep on the road.

Over the past few years, there has been a lot of interest in lightweight products for performance vehicles. IDIDIT Performance now offers lightweight steering columns and accessories for performance vehicles.

IDIDIT has an in-house customer service team and tech support that is unrivaled when it comes to knowledge and passion for the industry and our products. We are certified in ISO 9001:2015 with design and have an in-house engineering staff that is growing so we can continually develop safer, more innovative products.

IDIDIT is so sure of the quality and durability of our columns and the proprietary tilt castings we use that we offer the best warranty in the industry, a lifetime warranty! Call (517) 424-0577 or visit ididit.com.



IDIDIT
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Your go-to source for over 35 years for American Made, Top Quality Steering Columns and Accessories

ALL-NEW

1971-80 International Scout II



The Scout II Tilt, Keyed Ignition Steering Column has the following features and benefits:

- Direct Fit with Scout Specific Trim and Welded Mounts
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SPAL Automotive USA

Crafted by professionals for professionals, SPAL electric cooling fans (brushed and brushless) provide reliability, extreme durability and superior performance under the most challenging race conditions that are second to none.

The goal at SPAL is to produce the highest-quality products for the markets we serve. This is achieved through a constant focus on research and development as well as by integrating all areas of the manufacturing process for 12V and 24V brushed/brushless axial fans, centrifugal blowers and coolant pumps. We maintain high standards and believe that quality, innovation and service are, and always will be, the main cornerstones of our history and culture.



SPAL 300W and 500W sealed brushless (SBL) motor fans are designed to meet new-generation cooling system requirements. From engine bay ventilation, to distributive cooling, to variable speed cooling and beyond, SPAL SBL motor electric fans provide unmatched reliability, durability and performance under the most challenging race and environmental conditions.

SPAL SBL fans and blowers feature motors sealed to IP68 and IP6K9K standards (waterproof/dustproof/waterjet capable), integrated power and signal electronics, "soft start" technology (eliminates electrical in-rush spike), digital control for smooth and reliable operation, temperature sensor options for full variable speed control, reduced axial dimensions, low weight and high efficiency.

Additionally, SPAL performs all product design, tooling, performance and validation testing, automated motor manufacturing, injection molding, robotic product assembly, and 100% on-line testing entirely in-house. This guarantees the quality and performance level of every step in the design and manufacturing process to ensure the well-known "SPAL Quality Standard" that, for over 60 years, has distinguished SPAL products in the marketplace.

SPAL USA, the North American subsidiary of SPAL Automotive Srl, has been providing products from Italy since 1989. The company's current sales and distribution center is housed in a 40,000-square-foot facility located in Ankeny, Iowa. From this location, SPAL USA provides value-added systems, components and support for OEM and aftermarket applications.



SPAL AUTOMOTIVE USA
spalusa.com

Road Armor

Since 2000, Road Armor has been the originator in smooth steel, multifaceted bumpers and we've led the industry ever since. Road Armor bumpers and rack systems add utility and safety to your vehicle, transforming your truck, Jeep, or SUV.

Our expertly designed and crafted products are trusted by consumers globally and we encourage you to discover the Road Armor difference. Precision engineering, building to the highest standards, and finishing with our five-stage powder-coating process ensures every Road Armor product can withstand the toughest conditions.

Our products are 100% handmade in Texas, backed by a lifetime guarantee, and supported by our customer care team. Your vehicle will be ready to "Rule the Road" with Road Armor.

ROAD ARMOR
roadarmor.com





Restyling
AFTERMARKET ACCESSORIES

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COVER ME

Today's tonneaus deliver bed protection options.///// **By Jef White**

When it comes to bed protection options for your truck-driving customers, tonneau manufacturers have you covered.

Hard folding, roll-up, expandable and related models can fit any need, for work or play, while feature-rich offerings and quick installations allow shops to add a professional touch.

Tonneau suppliers share sales tips to help you maximize opportunities in the bed coverings market.

CROWDED MARKET

As with most truck accessory categories, tonneau covers have seen their share of changes over the past decade, as innovations and improvements drive the market forward.

"Material and framework advancements have made covers lighter, more durable and more affordable," says Fred Konkle, category manager for Quadratec. "In the Jeep market, the Gladiator's rollout in 2020 meant skyrocketing demand for tonneau covers, and particularly for versions that are easy to install, operate and maintain. Additionally, there has been a surge in the availability of customization options, allowing customers to choose covers that align with their specific needs and preferences."

As the popularity of pickups has increased, so has demand for bed coverings.

"We have seen the number of truck owners who accessorize their trucks grow, along with many new truck bed cover product categories (hard rolling, rack-compatible, etc.), new products and new technology," says Andy Nephew, VP of sales – retractable truck bed covers for RealTruck, pointing to the company's Retrax EQ product that incorporates Bluetooth technology to utilize the OEM key fob and a mobile app to operate the cover as an example.



Diversification and product development within the market support customers' unique lifestyles. (Photo courtesy Pace Edwards by LEER)



Customers will be pleased with higher-quality products that suit their needs. (Photo courtesy Pace Edwards by LEER)





Client interaction is mandatory for a successful sale. (Photos courtesy RealTruck/Retrax)

While tonneaus may be considered relatively simple products to sell and install, there's still the challenge of finding the right suppliers from a growing list of manufacturers—including some that may not perform as well as others.

"The market has become increasingly saturated with low-quality products," warns Steve Raivio, director of business for Worksport.

Diversification and product development support customers' evolving lifestyles, says Bryan Baker, director of marketing for Leer Group.

"There are many more brands, models and options to be considered, which is why LEER offers a variety of solutions including hard quad-fold, hard trifold, soft rolling and retractable tonneau covers to meet the specific needs of truck owners," he says.

With so many options, shops must do their homework to deliver quality products to local truck enthusiasts.

"We've witnessed a lot of consolidation in the market over the last 10 years, and we see a lot of tonneau manufacturers making very similar products," says D.J. Potter, CEO of Sawtooth Tonneau.

Adapting to meet the needs of today's pickup owners requires a commitment to quality and creativity, notes Nils Forssman, president of Truck Covers USA.

"New technology is always disrupting the tonneau cover market—constantly providing new and exciting ways to approach production and design," he says, noting the current popularity of overlanding as an example. "We have had to remain nimble over the years, doing everything from updating our machinery multiple times to investing in software to better manage and improve our factory procedures."

The results are that today's covers are more versatile than ever, says Mike Timmons, vice president of sales and marketing – aftermarket sales for EGR USA.

"There are so many great tonneau covers in the market, and we're seeing people gravitate to covers that have more functions versus something that just covers the bed of their truck," he says. "Smart covers like the EGR RollTrac seem to be the future."

SELL YOURSELF

Suppliers say tonneau sales should not be a race to the lowest price point—not when consumers continue to rely on the pros for

TONNEAU COVERS

■ **HOT PRODUCT:**
EGR RollTrac Manual Cover
■ **FEATURES & BENEFITS:**
Robust mounting system; poly-fiber, 7-inch canister; installs with brackets instead of canopy clamps; 700-pound static weight rating when using the T-slot accessory rails.

EGR USA
Mike Timmons
Vice President of Sales and Marketing – Aftermarket Sales

■ **HOT PRODUCTS:**
Pace Edwards by LEER UltraGroove Retractable Covers
■ **FEATURES & BENEFITS:**
Rail Expansion System with rail slots to easily add roof racks and accessories for gear including tents, bikes or kayaks; UltraGroove Electric features electric operation that can be controlled with a key fob or Bluetooth smartphone app.

Leer Group
Bryan Baker
Director of Marketing

■ **HOT PRODUCT:** Tactik Tri-Fold Soft Tonneau Cover for Jeeps
■ **FEATURES & BENEFITS:**
Versatile trifold tonneau cover offers weather protection and keeps cargo inside the truck bed safe; one or more sections fold back easily to accommodate larger items; no-drill installation; tonneau arrives fully assembled.

Quadratec
Fred Konkle
Category Manager

■ **HOT PRODUCTS:**
RetraxPRO Series Tonneaus
■ **FEATURES & BENEFITS:**
Includes the RetraxPRO MX and RetraxPRO XR models; heavy-duty, matte-finished slats for added strength; unique sealed roller bearing design for unlimited locking positions; XR series incorporates a T-slot channel in the rails for rack system attachment.

RealTruck
Andy Nephew
VP of Sales – Retractable Truck Bed Covers

■ **HOT PRODUCT:**
Sawtooth Expandable Tonneau
■ **FEATURES & BENEFITS:**
Patented expandable tonneau cover that stretches to protect cargo; made in the USA; supports snow loads when lying flat; allows consumers to load more, haul more and do more.

Sawtooth Tonneau
D.J. Potter
CEO

■ **HOT PRODUCT:**
The American Work Cover
■ **FEATURES & BENEFITS:**
Next level of the American Roll Cover with a full-size toolbox on top that fits effortlessly and offers ample, secure storage; works with certain Yakima accessories; delivers elite security and strength without sacrificing design; well-tested and highly reviewed.

Truck Covers USA
Nils Forssman
President

■ **HOT PRODUCT:**
SC4 Quad Folding Soft Cover
■ **FEATURES & BENEFITS:**
Quad-fold tonneau cover that does not have a rail on the bulkhead; allows for almost full use of the truck bed; easy operation.

Worksport
Steve Raivio
Director of Business









Professional installations ensure proper fit and performance. (Photos courtesy EGR USA)



Help customers choose the cover that aligns with their specific needs and preferences. (Photo courtesy Quadratec)

informed opinions and quality installs they can't get on the internet.

"I've always been a big believer in top-down selling," says Baker. "If you start with the lowest-priced covers, it's an uphill battle to move a customer up into the higher price bracket tonneaus and, in the end, they will be pleased with a better product that suits their needs."

Professional outlets should concentrate on delivering a professional experience.

"Sell based on the service offered by the shop, with installation and ongoing maintenance of the cover," Raivio recommends. "Many covers are available at discounted prices online. The consumer needs a reason to buy from the shop instead of choosing an online purchase."

Understanding each cover's unique features helps create value for customers, Forssman notes.

"There is a wide range of quality in the tonneau cover market, so it is important for shops to have a good understanding of the different offerings in order to provide helpful information," he says. "Additionally, knowing the differences between products allows for accurate and timely installs."

An informed consumer is likely to be a satisfied consumer.

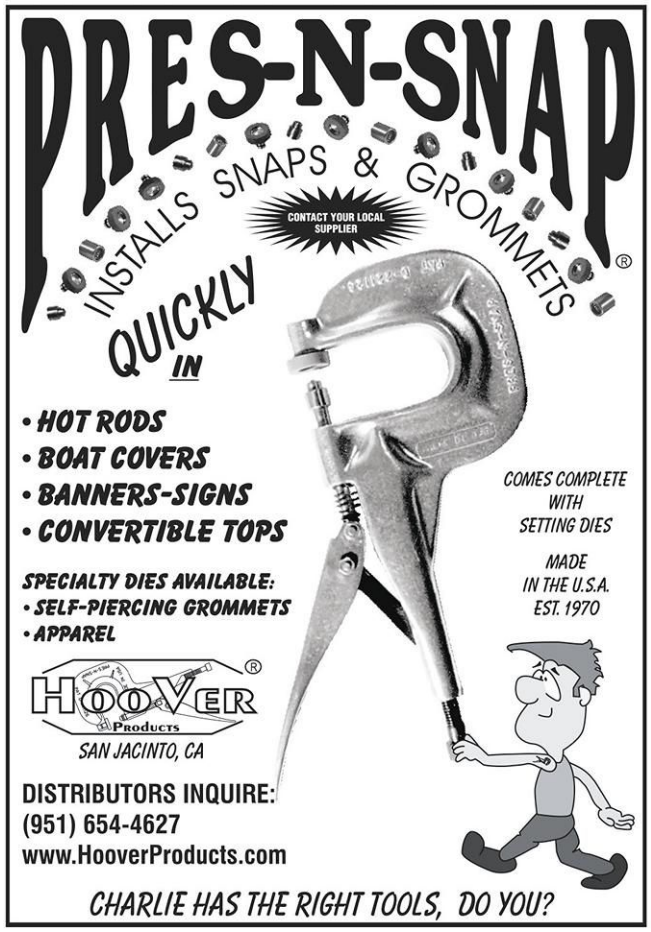
"Customers may have different needs, such as security, accessibility or weather protection, and it's essential for shops to understand those needs and recommend the most suitable tonneau cover accordingly," Konkle advises. "Proper product knowledge and clear communication with customers can help avoid mismatched expectations and ensure customer satisfaction."

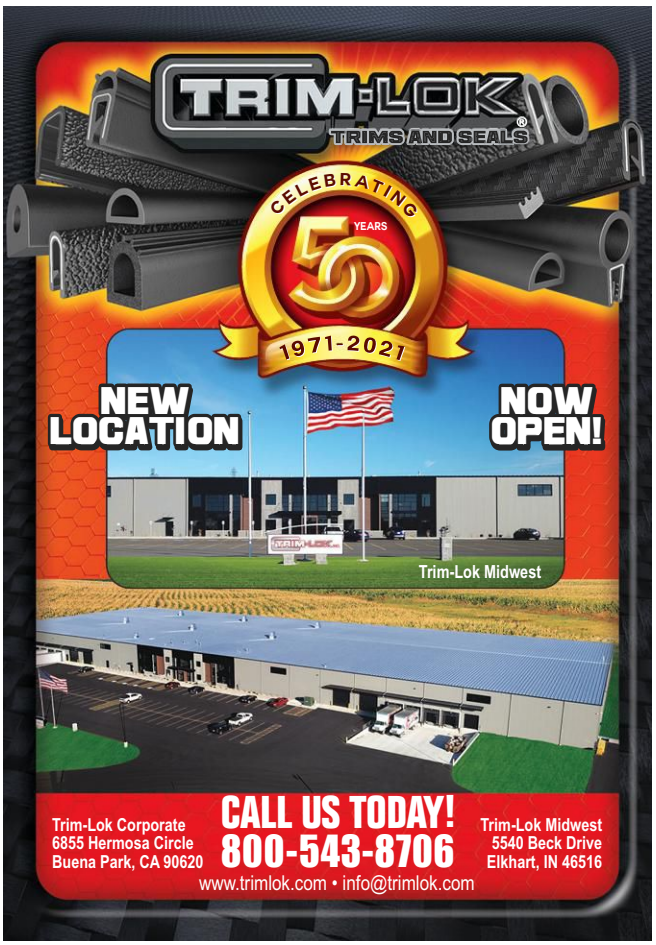
Nephew agrees that client interaction is mandatory for a successful sale.

"Understanding your consumer's true needs for their truck is an important aspect in choosing the right cover for them. Providing a great consumer experience will bring repeat business and be your best advertising for future customers."

When it comes to customized solutions, Timmons notes that feature-rich covers can take longer to properly install, requiring shops to plan accordingly.

"Tonneau covers are evolving, and the installation times will increase due to more tech interfaces and the weight capacity needs of the consumer," he says.





HENNESSEY VELOCIRAPTOR 500



Hennessey introduces its new VelociRaptor 500 Ranger high-performance midsize pickup. (Photo courtesy Hennessey)

Hennessey, the Texas-based hypercar manufacturer and high-performance vehicle creator, has announced the development and engineering for its new VelociRaptor 500 Ranger.

The high-performance midsize pickup is based on the all-new 2024 Ford Ranger Raptor, allowing Hennessey's engineers to boost power and improve capability with a new high-flow air induction system, a larger front-mounted intercooler and an engine management software upgrade. Output reaches 500 bhp and 550 pound-feet of torque.

The power plant is mated to a 10-speed automatic transmission, sending power to an all-wheel drive system that has locking front and rear differentials, and a low-range transmission for additional off-road capability. The Ranger Raptor is also fitted with an active exhaust system, Fox 2.5-inch Live Valve internal bypass shocks, and factory G.O.A.T driving modes—Normal, Eco, Sport, Slippery, Sand, Mud/Ruts, Rock Crawl, Baja and Tow-Haul.

"The VelociRaptor 500 Ranger is incredibly capable and very agile," says John Hennessey, company founder and CEO. "Our 500-hp upgrade will noticeably improve low-end torque and it's got a lot more power for those who like to really push their trucks in mud, sand or on the open road."

Hennessey will also transform the exterior with custom VelociRaptor bumpers, LED off-road lights, branded 18-inch, 10-spoke alloy wheels, 35-inch off-road tires, and VelociRaptor 500 badging. The interior features embroidered head restraints, all-weather floor mats and a unique build number plaque.



Unique options help offset online competition. (Photo courtesy Sawtooth Tonneau)

Therefore, establishing yourself as the local expert is important to maintaining sales, Potter explains.

"The best thing you can do for your business and consumers is to learn about the various new options, listen to your customers, find out their needs and provide them with good, viable options," he says. "You, as a shop, will not only become a trusted resource, but will also increase your revenue. Getting the message out that there are better options for consumers is key to a shop's success."

SOMETHING SPECIAL

Shops looking to serve their tonneau cover customers better should consider two key factors, according to Forssman of Truck Covers USA—education and service.

"The education customers receive at shops can be instrumental in guiding their purchasing process. Dealers must be educated on the important features and benefits of each product so they can accurately communicate this information," he says.

Getting to know the customer is an important first step, Forssman continues—finding out what kind of cargo they want to carry, what their budget is, what weather conditions they expect to encounter and more.

"Additionally, once the customer has made their decision, service becomes a key driver of their experience," he continues. "Dealers with good, trusted installation protocols allow customers to enjoy their product immediately without any issues. If a shop can provide good education to help its customers decide on products and good service to help them get their products installed, then they are doing a great job."



Quality suppliers deliver the performance customers seek. (Photo courtesy Worksport)

Knowledgeable salespeople can start by differentiating products based on their unique features, says Worksport's Raivio.

"Find covers that are not available through every shop and online retailer," he says, using the company's quad-fold cover as an example. "The SC4 is not only patent protected but also is not discounted in the marketplace. These types of products help ensure that when you educate the customer about the benefits of the tonneau, they return to the shop that helped them."

Sawtooth's expandable tonneau offerings are another example, Potter notes.

"A key tip to increasing your shop's tonneau cover sales is to be knowledgeable and provide real options. When a consumer walks into your shop and sees four similar folding or vinyl roll-up tonneaus, they can become confused. Consumers—and the shop, too—don't always know the real differences among similar tonneau products," he says. "They need significant and real options. This will also build your shop's credibility and help drive sales."

The entire client experience should be an enjoyable one, says Leer Group's Baker.

"Make sure your focus on customer service and product knowledge shine through when helping customers select the right cover that fits their needs," he says. "Add to their comfort level by making it a point to discuss the expertise of your installation technicians. Your Google reviews should support your claims—be sure to ask for those reviews!"



Dealers with good, trusted installation protocols allow customers to enjoy their product immediately without any issues. (Photo courtesy Truck Covers USA)

Highlighting tonneaus in your showroom can also help consumers get a feel—literally—for bed cover products, says EGR's Timmons.

"Having a display is critical to selling tonneau covers. Consumers like to touch, see and compare what they get for their dollars."

RealTruck's Nephew, however, cautions against an overcrowded sales floor.

"One mistake that I have seen is having too many displays in a showroom. It can become overwhelming and confusing for an end-user," he says. "Shops should identify specific products within each category to provide the customer an option at every level and price point without showing too many options and causing confusion."

Quadratec's Konkle agrees that seeing is believing.

"A big help for shops looking to increase tonneau cover sales is proper staff training on these products, and then offering demonstrations that cover features and benefits before a customer makes a purchasing decision. And, of course, to provide superior customer service throughout the entire process," he says. "Allowing customers to physically see and interact with a specific tonneau cover will absolutely help them better understand the product and determine if it will fit their needs, thus reducing possible returns." ***TS***

a MILE High

and climbing



AutoPlex brings determination, boldness and a positive mindset to the restyling business.

Growth is a process for AutoPlex in Colorado. ///// **By Josh Poulson**

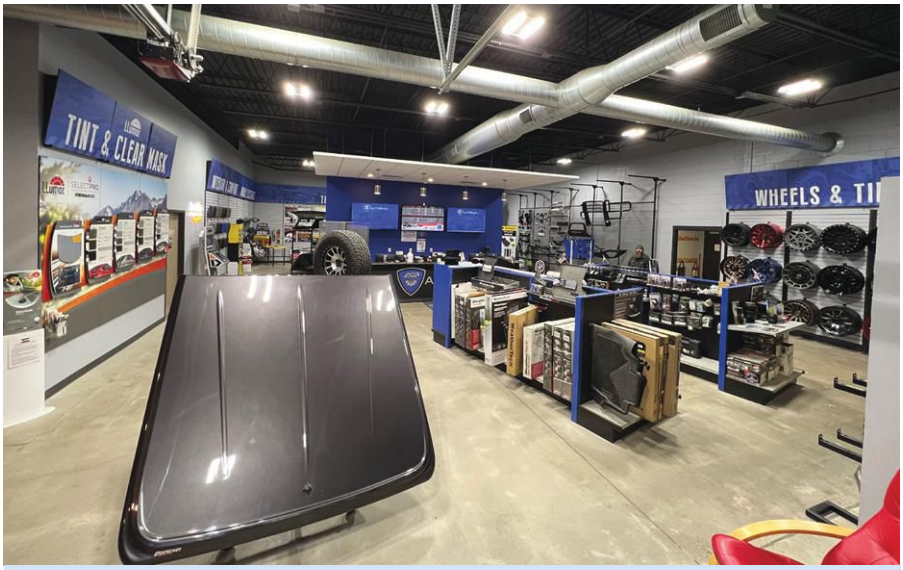
In 1995, Josh Elliott was 19 years old when he started Auto Trim Design in Denver. Installing pinstripes, moldings and spoilers like many restylers did in those days, he simply reacted to whatever the needs of the car dealers were at the time.

Year after year he would add products like gold packages, wood dash kits and CD changers to his arsenal. In fact, in the days of residualization on leases, one Toyota dealership asked if he did pop-up sunroofs. Even though he had never done one, he still said yes and started cutting holes in roofs.

Elliott has always brought determination, boldness and a positive mindset to his restyling business, which is now called AutoPlex. A recent award from LLumar for his quality work and dedication made it the perfect time to catch up with this industry leader.



Josh Elliott, left, has been growing his AutoPlex restyling business since breaking into the industry in 1995.



A focus on in-demand products has helped AutoPlex survive and thrive over the years.

Q&A WHEN DID THINGS START GOING IN A DIFFERENT DIRECTION FOR YOUR BUSINESS?

JE: In 2003, we changed the name of our business to Auto Trim of Denver and began changing direction. At that time, paint protection film was just beginning to catch on in Colorado. Dealerships started asking for it, so we adapted and began installing PPF.

Naturally, that led to window film instal-



With the restyling industry always changing, AutoPlex believes its best days are still ahead.

lations as well. Leather was also taking off and we began selling kits to car dealers. At that point we were 100% focused on the car dealer business.

Q A WHAT WERE SOME EARLY CHALLENGES YOU OVERCAME?

JE: One big challenge was building a shop to handle all the work we were doing at the time. We were growing, and we were renting a couple of spots that just weren't conducive to our business. So, we made the decision to buy a piece of land and build our own shop.

This was quite a worry, as you can imagine, but we moved forward and finished it in 2008—only to have the market collapse shortly thereafter. We rode the waves and made it through the Great Recession and realized we needed to do more than wholesale business.

Q A HOW DID YOU SHIFT YOUR FOCUS TO OFFERING MORE THAN DEALER WORK?

JE: I really felt the future was to be diversified with retail business, so we focused on trying to grow our retail footprint. However, our shop was not in a retail-friendly location. Even though we did end up growing that side of the business, we knew there were better opportunities to make it much larger with our current product offerings.

Q A WHAT WAS THE NEXT STEP TO GROWING THAT RETAIL FOOTPRINT?

JE: In 2012 we took a large leap and purchased a company that had two stores in Fort Collins (north of Denver). This store was retail-only and focused heavily on truck accessories, including suspension lifts, wheels and tires, tonneaus and toppers.

These were all new products, allowing us to diversify. At the same time we'd now have a northern location to serve our existing wholesale customers.

So, we bought the company and eventually consolidated the two small stores into one large store on property we bought in Loveland, Colorado. It's a great location for retail customers and we have grown our retail business to the point that it is 60% of our overall business while still maintaining our good dealer business over the years.

We eventually changed the name of the entire company to AutoPlex.

Q A ANY OTHER GROWTH YOU CAN TELL US ABOUT?

JE: It hasn't always been easy to grow, but last year we purchased another store in Colorado Springs to bring our offerings to that market.

The store we bought was family-owned and had been in business for a very long time and had a few different brands that we needed as a company.

It made sense to add this fourth store and now we are remodeling, adding 5,000 square feet and offering products like leather, films and truck accessories.

Q A LAST YEAR YOU ALSO WON THE LLUMAR SELECT PRO DEALER OF THE YEAR AWARD FOR A SECOND TIME. TO WHAT DO YOU ATTRIBUTE THIS ACCOMPLISHMENT?

JE: It was quite a surprise—2018 was the last time we won it and a lot in the world and in our company has changed since then. I would say it is 100% our team.

LLumar management told us how we were missing the boat on an apprenticeship program, since experienced tinters are so hard to come by, and it was limiting our growth. This was the first big project for



AutoPlex, a four-store restyling center in Colorado, was named the LLumar Select PRO National Dealer of the Year for 2022.

Chris Wachendorfer (our COO) when he came on board in 2021.

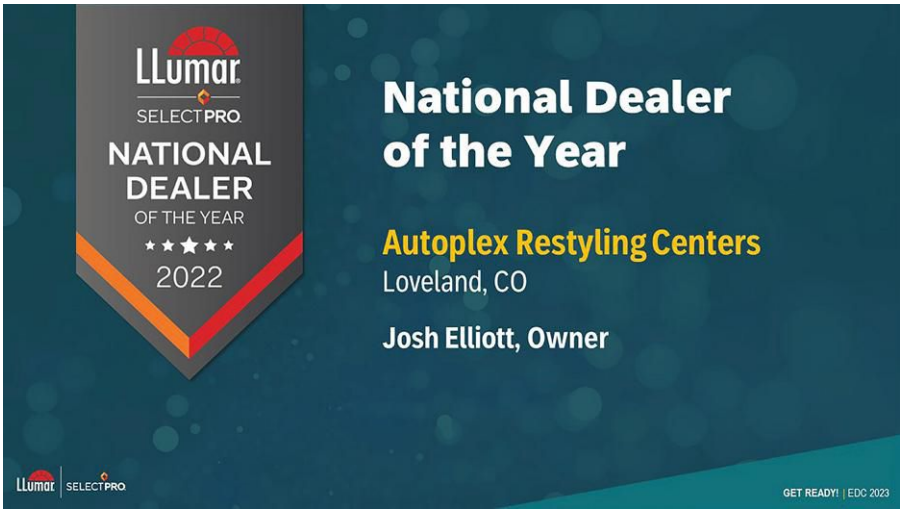
Adam Dahl, our manager who oversees the tint department, saw our vision and has run with it. Five apprentices have become full-time installers and we have two installers in training and five apprentices that hopefully we can elevate to the installer level in the next 12-18 months.

WHAT DO YOU SEE BEING THE FUTURE OF THE FILM INDUSTRY AND THE RESTYLING INDUSTRY?

JE: The film industry has a very bright future. Tint and PPF can go on any vehicle, so every car is a potential customer.

LLumar FormulaOne products offer heat rejection and protection against UV rays, making them a great opportunity for upselling. The brand is perceived as a top player in the industry and has helped us get above average ticket pricing.

As a whole, the restyling industry is always changing, but I really do feel the best days are still ahead for us. Labor shortages, vehicle shortages and the overall cost of doing business are making it harder for car dealers to start a restyling center in-house.



I think the easier we make it to do business with us, the better a solution we'll be for dealers. They face many challenges like finding technicians and shop space, plus dealing with Customer Satisfaction Index surveys that limit their ability to really perform the type of work we do on a daily business.

It is easier for them to simply partner with us and make a profit than it is to compete with us. Thus, I think we will always have a place in the market.

Lastly, diversifying your customer base, your products and even your processes are always things to look at. ***TS***



Named the 2022-23 SEMA Person of the Year, ***JOSH POULSON*** *is the principal of Auto Additions in Columbus, Ohio, which was named Restyler of the Year, 2012-13. Auto Additions offers a complete line of product upgrades including 12V and appearance packages. Josh is chairman of the SEMA PRO council.*



Headache Rack

RealTruck, Ann Arbor, Michigan, introduces the Backrack SRX Headache Rack featuring a minimal contoured profile that complements the truck's subtle shape. The rack includes a fully welded strong outer frame and integrated slats to guard the cab and rear glass while preserving the visibility of the third brake light. The upper frame comes pre-drilled for auxiliary lighting, and the rack is available in full and shortened heights, with separate brackets available for tonneau or toolbox installations.

Super Duty 5-Inch Suspension Kits



BDS Suspension, Coldwater, Michigan, presents its 5-Inch Performance Elite Radius Arm Coilover Lift Kit for 2023 Ford F-250/F-350 Super Duty 4WD applications. Designed to improve off-road performance and capability while retaining on-road handling, the kit builds on a radius arm design to convert the front springs to **FOX** 2.5 Performance Elite (PE) coil-overs. The kit also includes steering correction with a forged drop pitman arm and HD track bar bracket. Sway bar and brake line relocation brackets and bump stop extensions are included.



Rooftop Tent

Tuff Stuff Overland, Ontario, California, introduces its new Alpine Aluminum Shell Rooftop Tent. Available in 51- and 61-inch models, the Alpine tent has room for up to three people and includes a roof rack for mounting bikes, surfboards and additional gear. The dual-action roof allows for both wedge style and full pop-up functionality, utilizing four gas struts. With three convenient entryway options—driver's side, passenger side and rear—it fits multiple vehicle configurations. The tent can be set up and deployed in one minute by one person.



Work Truck Tire

Yokohama Tire, Santa Ana, California, presents its newly launched GEOLANDAR A/T XD work truck tire. Engineered for full-size pickups and commercial vans, it is severe snow service-rated and molded for optional studs, offering improved on- and off-road traction. The A/T XD is initially available in 21 sizes ranging from 16 to 20 inches, with more offerings coming soon.

Mud Guards



Husky Liners, Winfield, Kansas, presents Mud Guards. Designed to match the vehicle's fender, the thermoplastic guards offer impact resistance and the protection of Husky Shield film. They are made in the USA and available in single or dually (factory tire) widths.



Aluminum Toolboxes

TrailFX, Exeter, Pennsylvania, presents Aluminum Toolboxes constructed with 16-gauge, corrosion-resistant aluminum and featuring fully welded TIG seams to ensure strength and lasting performance. The lid of each toolbox is designed with two layers of aluminum and high-density foam and features gas shocks for one-handed opening. Available in various styles, sizes and finishes, the toolboxes safeguard valuable tools and equipment while enabling convenient access. ***TS***



"Orange Crush" is a project cart that showcases all that exterior pro audio projects can become. (Photo courtesy Ecoxgear)

call of the WILD

Make some noise with outdoor audio solutions.

By Brett Solomon

Customers love their toys. They love side-by-sides in the desert. They love Jeeps on mountain trails. They love motorcycles on open highways and hanging out with friends in the parking lot.

And what makes these experiences even better? A killer audio system, of course.

Everyone knows aftermarket stereos are a must for many automotive enthusiasts. But what if those drivers and riders want to share their tunes with the outside world?

To get loud outdoors, knowledgeable mobile electronics specialists turn to pro audio solutions including bullet tweeters, horn drivers and high efficiency speaker arrays—including technology being built into today's portable and vehicle-mounted soundbars.

BRING THE NOISE

As pro audio components, outdoor solutions need a good power source, so the same best-practice principles found in related quality interior 12V installations still apply. To achieve clear, loud sound, you need a decent battery, a good alternator, quality amplification and reliable wiring.

In an outdoor environment, care needs to be taken to protect electrical connections. Additionally, certain outdoor vehicles (aside from Jeeps) tend to have smaller alternators, so efficient amplification and loudspeakers can make all the difference.

Shops can offer an all-out custom installation or something premade to fit any budget.

Custom loud pro audio-based sound systems have been popular in Latin America for years, and KICKER is entering the U.S. market. Understanding that these loudspeakers will be pushed to the limits, the company has created a specialty bullet tweeter that is rebuildable in case it is damaged.

The hip-to-be-square-shaped ST Series midrange speakers include pressed pulp cones, treated cloth surrounds and heavy ferrite magnets with high sensitivity. The KICKER loudspeakers come in 7- and 9-inch sizes in both 4- and 8-ohm versions.

The availability of different impedances (ohms) allows installers to add drivers to safely get the most out of the amplifier. If a customer wants to get loud on the



Wet Sounds offers outdoor sound solutions for enthusiasts looking to take their tunes to the trail. (Photos courtesy Ecoxgear)





KICKER has created a rebuildable specialty bullet tweeter. (Photos courtesy KICKER)

tweeter side with hair-raising vocal clarity at a distance, the bullet design is probably the best bet for outdoor applications.

"You want clean, clear vocals—no matter how loud the bass is," KICKER says. "The ST Series Bullet Tweeters are the answer. Perfect for competition-level SPL systems, these tweeters deliver smooth, loud detail to cut through bass like a knife through butter. Install them flush or use the included trim bezel to surface-mount almost anywhere."

Field-replaceable rebuild kits are also available, and for the customer who wants to go all out, a system can be designed around these midrange and bullet tweeters in a multitude of vehicles including side-by-sides and motorcycles.

Getting sub-bass to complement pro audio is similar to getting it in a car, but with a different box design. There will always be limits on the amount of space available, but usually a reasonable sub-woofer enclosure can be fitted to the vehicle without taking up too much room.

RALLY OUT

For many customers, the simplicity of an all-in-one solution makes a lot of sense. JBL took its time designing its Rallybar series of outdoor vehicle loudspeakers.

There are three sizes, and the big guy is the new Rallybar XL. The largest offering expands on the original UB4100, now with the addition of a built-in 300W amplifier. The three models support Hi-Res audio and offer 1-inch tweeters and an array of 3-inch mid-range drivers and large 3-by-7.3-inch racetrack passive radiators to bring the bass.

The passive radiator layout actually delivers more surface area than a 10-inch subwoofer. The Rallybar XL features 10 speakers and four radiators. The regular-sized Rallybar supports a 150W amplifier with six speakers and two passive radiators. All three models are equipped with a HARMAN-tuned DSP, USB play, aux-in and out and Bluetooth, with the ability to sync to an unlimited number of additional Rallybars.

Both the Rallybar XL and Rallybar feature seven-way customizable party lighting along with a map light function for in-vehicle use. The innovative design is rugged enough for any adventure, featuring an IP66 rating so it's safe to spray them down after a long day in the mud.

To make installations easier, JBL designed a unique mounting bracket that swivels 360 degrees coupled to a variable clamp so it can mount to any rollbar or wakeboard tower, no matter the angle or diameter.

"The Rallybar family drafts on the success of the original JBL UB4100, but now we have even more bass, more sound pressure levels, Hi-Res audio and party lighting with flexibility of installation," says Jeffery Fay, Harman VP. "We also really dig the dome light feature, so you can still enjoy the party after the sun sets, or at least be able to locate all your controls before you set off when it's dark."

Meanwhile, if a customer wants a specific side-by-side solution, MTX has put a lot of engineering into its latest offerings. For example, the PROXP-20-THUNDER5 audio kit is a complete plug-and-play, five-speaker audio system designed for Polaris RZR platforms.

The heart of the system is the MTX AWMC3 media receiver that mounts in the upper dash factory panel and seamlessly connects to Bluetooth. Power for the system is provided by two amps—the included MUD100.4 4-channel and MUD600-1 monoblock. Front audio reproduction is handled by a set of PROXP-20-FS component speakers.



A demo Jeep shows off Wet Sounds' plug-and-play system components. (Photo courtesy Wet Sounds)

call of the WILD



Hifonics Audio Roofs are exclusive for Kawasaki Teryx KRX1000 and Teryx KRX41000 UTV vehicles. (Photo courtesy Hifonics)

The lower 6-1/2-inch, rotationally molded speaker pod is designed to install in a matter of minutes and features integrated RGB lighting. A soft dome tweeter mounts in the upper dash top factory enclosure. Low end comes from the PROXP-20-SW subwoofer enclosure with a high-output 10-inch subwoofer in a ported enclosure that mounts in the dash on the passenger side of the vehicle.

Rear sound is provided by a pair of MUD65PL speaker cans that also feature integrated RGB lighting in a compact design. Connections are made via integrated quick-connects and watertight harnesses built for off-road shenanigans.

TRAIL TUNES

Wet Sounds is known for creating super-loud wakeboard tower systems for ski boats. Now the company wants to take its knowledge of loud music off the beaten path.

At the recent MasterTech Expo in Arizona, the company brought along a new Jeep Rubicon and its new system designed for Jeep JKs. The concept vehicle is designed to appeal to the 4x4 and aftermarket communities as a plug-and-play system.

Jeep owners are usually amenable to modifying their vehicles with off-road equipment, and this system brings the party to the trail and campground.

The demo Jeep is equipped with a Wet Sounds 6-channel marine amplifier; a 4-channel marine amplifier; four 6-inch, high-output coaxial speakers; two 12-inch, sealed-enclosure subwoofers; and two 12-inch marine tower speakers.

According to the company, the entire kit utilizes factory mounting locations with no cutting or modifications to the vehicle required. New speaker grilles were created that integrate into the factory mounting locations as well.

The design matches the aesthetics of the factory interior and is easy to install.



Wet Sounds ZERO Series component speakers were created specifically for Jeeps to sit stylishly in the dash, and the company's DSP amplifiers are tuned so that the Wet Sound speakers are optimized. The system is tuned to sound great right out of the box.

A roto-mold enclosure was designed to house 2x ZERO Series 12-inch subwoofers and the amplifiers to set at the base of the back trunk area. This enclosure still provides enough airspace around the amplifiers for heat dissipation.

To mount the REV 12 HD tower speakers, aluminum mounting brackets were built to utilize the factory-threaded mounts on the roll bar. These tower brackets are currently only designed for a hardtop Jeep, but the company says there are future designs in the works.

A new wiring harness was designed specifically for Jeep vehicles as well. It is compatible with any aftermarket radio or can be used with the factory head unit. For ease of use, a tower and sub-woofer master control



JBL took its time designing its Rallybar series of outdoor vehicle loudspeakers. (Photo courtesy JBL)



MB Quart's 2023 Jeep Rear Overhead Soundbars bring more audio into every song with improved listening details, richer clarity in every beat, and undistorted higher volumes of playback and sound. (Photo courtesy MB Quart)



Rockford Fosgate improves on Harley-Davidson's lackluster factory sound systems. (Photos courtesy Rockford Fosgate)



MTX delivers sound for side-by-sides including the Polaris RZR. (Photo courtesy MTX)

unit was added to the center console. Wet Sounds notes this plug-and-play design was created in hopes of attracting Jeep and off-road adventurers.

It is a simple upgrade option or add-on with the engineering done in advance, making it easy for techs and their customers who want to get loud in a hurry.

TWO-WHEELED OPPORTUNITIES

Motorcycle audio has taken off recently, as the factory Harley-Davidson offerings are lackluster in the output department, especially for customers who install an aftermarket exhaust, as it is nearly impossible for a factory audio system to compete with open pipes.

In response, Rockford Fosgate has developed kits for 1998-up Harleys including Road Glides, Street Glides, Ultras and CVOs. The older models even include a new and updated source unit.

Installing them is easy with pre-engineered wiring harnesses. What's cool is the new units add Bluetooth and SiriusXM capabilities that integrate with factory handlebar controls.

Those with 2014 and newer Road Glide or Street Glide models have a kit option that adds dual 10-inch saddlebag subwoofers with an additional 800W amplifier. The systems are custom-tuned for the motorcycle environment to overcome wind, road and exhaust noise. They are also designed to be exposed to the outdoors, so UV and rain will not damage them.

The lightweight speakers, called TMS, were designed with pro audio in mind. They are custom-tuned for the open-air environment, and the customer can keep it simple and relegate the upgrades to the fairing speakers or go all-out with additional bag lid speakers and Tour-Pak speakers/amplifier storage. ***TS***

BRETT SOLOMON *is a freelance writer based in New York City, specializing in the mobile electronics market.*

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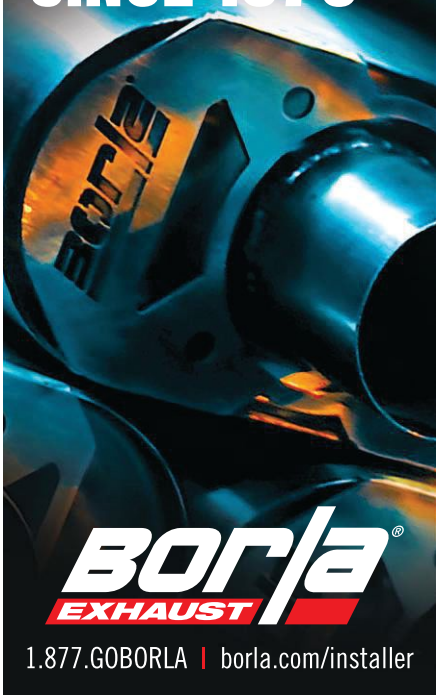


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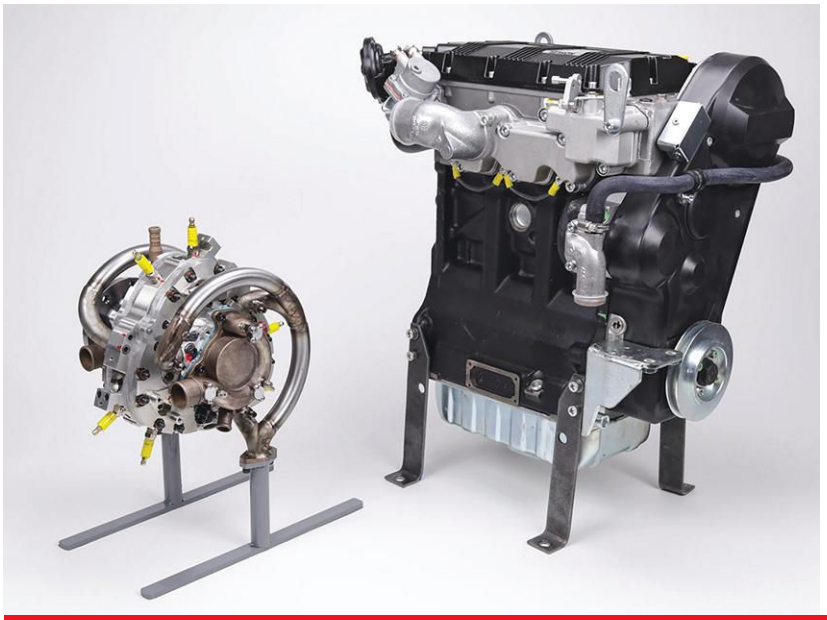
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Diesel Power in a Small Package





LiquidPiston has announced plans to commercialize its XTS-210, a compact, two-stroke, supercharged 210cc rotary engine, with an eye toward military applications.

Engine technology and hybrid power systems company LiquidPiston announced plans to commercialize its XTS-210, a two-stroke, supercharged, 210cc rotary engine roughly the size of a basketball.

Compared to current diesel piston engines, the 25-hp XTS-210 design reduces size and weight by nearly 80% while maintaining comparable power output, according to the company. The announcement follows a $9 million contract from the U.S. Army to develop a prototype "core engine" based on the XTS-210 design for military applications.

"There are essentially no diesel engines in the 25-hp power class today that are suitable for aerospace and mobile military applications, where size and weight parameters are especially critical," says Dr. Alec Shkolnik, co-founder and CEO of LiquidPiston. "The reduced weight, size, and heavy- or multi-fuel capabilities of the XTS-210 deliver significant end-system benefits, especially for the military to reduce supply chain and logistical burdens in an era where 'power on the move' is increasingly important."

Representing the latest generation of LiquidPiston's X-Engine platform architecture, the liquid-cooled XTS-210 engine addresses fuel efficiency, lubrication and fuel type limitations of the traditional Wankel rotary engine, an influential engine design developed in the 1950s, the company notes.

The X-Engine is inherently simple in design, with just two primary moving parts—a rotor and shaft. The XTS-210 adds up to one bar of boost through supercharging and operates as a two-stroke, producing six combustion events per revolution of the rotor, to deliver smooth power from a lightweight package.

Features and benefits the company identifies include:

- Five times the power-to-weight (specific power) and power-to-volume (power density), and up to three times the torque-to-weight (specific torque) compared with diesel piston engines of similar power
- Ultra-portable and configurable for operation in both engine-only and hybrid-electric modes—capable of running up to 7,000 rpm
- Liquid-cooled and capable of either Spark-Ignition (SI) or Compression-Ignition (CI)—designed for military-grade robustness
- Multi-fuel capability—initial testing focuses on JP-8/Jet-A fuels for defense and aerospace applications

LiquidPiston believes the model will meet demanding commercial and military heavy-fuel applications including mobile electric power generation, primary or hybrid-electric propulsive power for vertical take-off and landing aircraft (VTOL) and small unmanned aircraft systems (sUAS), as well as auxiliary power units for land, air and marine vehicles.

It is targeting delivery of an XTS-210 prototype to the U.S. Army in 2024. See more on YouTube. ***TS***


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