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ON THE COVER
Corporate Capabilities is our annual partner issue focusing on the stories behind the brands supplying the specialty automotive aftermarket. Learn more about their company culture, values and commitments, beginning on page 14.
(Cover photo courtesy BMW/ Art Car program. See page 81)





Jef White
Editor
www.theshopmag.com

Average Vehicle Age Continues to Rise

If your shop is seeing more customers hanging onto their projects longer, you're not alone.

Vehicles on the road are getting older, according to data collected by S&P Global Mobility. The average age of cars and light trucks in the U.S. has risen to a new record of 12.6 years so far in 2024, up by two months over last year.

This increase in average age is showing some signs of slowing as new registrations normalize. Still, the trend continues to improve business opportunities for companies in the specialty aftermarket and vehicle service sectors, as repair and customization opportunities usually rise as vehicles age.

"With average age growth, more vehicles are entering the prime range for aftermarket service, typically from 6 to 14 years old," says Todd Campau, aftermarket practice lead at S&P Global Mobility. "With more than 110 million vehicles in that sweet spot—reflecting nearly 38% of the fleet on the road—we expect continued growth in the volume of vehicles in that age range to rise to an estimated 40% through 2028."

The specialty aftermarket can take advantage of the trend by capitalizing both on add-on technology that helps older vehicles feel newer and by working with customers who have completed auto loans and now have additional disposable income.

Meanwhile, steady scrappage rates means there are fewer total vehicles available. Vehicle scrappage rates—the measure of vehicles exiting the active population—continued to hold steady at 4.6% in January, largely unchanged from 4.5% at the start of last year.

Looking at the mix of the nation's fleet, since 2020, more than 27 million passenger cars exited the U.S. vehicle population, while just over 13 million new passenger cars were registered. At the same time, more than 26 million light trucks (including SUVs) were scrapped, and nearly 45 million were registered.

Finally, the report shows the U.S. vehicle fleet surged to 286 million vehicles in operation (VIO) in January, up 2 million over 2023, but the distribution of vehicles by age is changing. Vehicles under the age of 6 accounted for 98 million vehicles in 2019, or about 35% of VIO. Today they represent fewer than 90 million vehicles and are not expected to reach that threshold again until 2028, when they will represent about 30% of VIO, according to S&P Global Mobility estimates.

The trend is driven by the impact of COVID and subsequent supply chain shortages that disrupted vehicle supply and registrations—and following historically high volumes in 2015-19, according to officials. As a result, the primary driver of VIO growth will be vehicles in the aftermarket "sweet spot"—vehicles 6-14 years of age, and even older vehicles, that are expected to represent about 70% or more of VIO for the next five years.

CORPORATE CAPABILITIES

Readers may notice a bit of a different layout for the articles and advertisements in this issue of THE SHOP. That's thanks to the return of our annual Corporate Capabilities special advertising section.

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 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. We hope you'll take a look. ***TS***

THE SHOP

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PERFORMANCE

The Custom Shop p. 8 | Performance Products p. 12

Global Influence

Fun & variety drive today's import performance market. ///// **By John Carollo**

From the classic sport compact era to today's wide variety of foreign offerings, the import performance market is strong and growing.

Consisting of drivers who usually know what they want and aren't afraid to try something new, it's a place where shops can be confident and creative, knowing there's usually more than one right answer.

To help gain footing with the import performance crowd, suppliers offer observations on market trends, proven sales strategies and the hottest new products for these always-cool vehicles.

RIGHT BEFORE OUR EYES

For traditionalists and newcomers alike, sometimes it can be easy to overlook import performance vehicles and all they have to offer.

"Not all shops are paying enough attention to the opportunity of this customer base," says Alan Miller, VP of operations for PRL Motorsports. "These newer import cars are produced with factory turbocharged engines and that creates power potential using shop-installed modifications."

One market misconception is that products for imports can be difficult to find, notes Tim Sayers, muffler development manager at Borla Performance Industries.

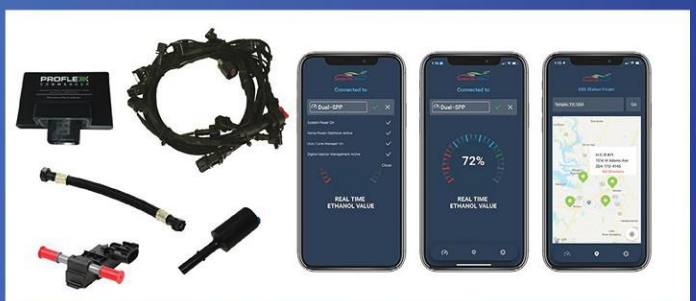
"Manufacturers add new parts on a regular basis, so shops should check for availability and not just assume they are not available," he recommends.

Similarly, some shops and customers still believe that import parts are too expensive, adds Gray Fredrick, VP of operations at Advanced Fuel Dynamics.

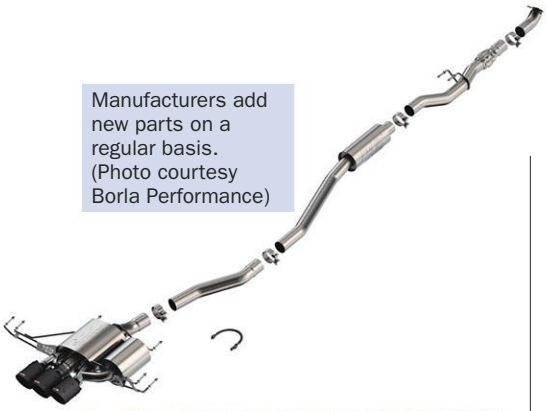
"The fact is, wide market support has leveled the playing field, placing import



Wide market support has leveled the playing field, placing import upgrade costs on par with domestic builds. (Photo courtesy Advanced Fuel Dynamics)



Import performance customers are often very knowledgeable and hands-on. (Photos courtesy Advanced Fuel Dynamics)



Manufacturers add new parts on a regular basis. (Photo courtesy Borla Performance)



Get a true understanding of the driver and what they want to do with the vehicle. (Photo courtesy Borla Performance)

upgrade costs on par with domestic builds," he explains.

The good news is that successful builds create loyal customers, says Eva Brendle Tran, marketing director and operations manager for LIQUI MOLY.

"Import performance customers are often pleasantly surprised by how well their vehicles perform under demanding conditions after using our products. This not only enhances their driving experience but also increases customer retention, as they are likely to return to the shop for more of our high-quality products."

And common projects present a wide variety of opportunities, says Brandon McDaniel, senior technical product specialist for DeatschWerks.

"The import community is comprised of a vast number of different types and configurations of engines and drivetrains—four cylinders; inline six; rotary; five-valve engines; variable cam timing and lift; front, rear and all-wheel drive; and front, mid and rear engine configurations," he notes. "Each application is a new experience that we have products for."

LET'S HAVE SOME FUN

When it comes to modifications, the import performance crowd isn't afraid to experiment, meaning more creative opportunities for shops.

"There seems to be more of a tendency to think outside the box in this market," says Eric Grilliot, product manager at MAHLE Motorsport. "Whether it's less entrenchment in the old ways of doing things, or from necessity driven by the relatively fewer number of available off-the-shelf solutions compared to traditional domestic V-8s, there are some fascinating developments coming out of the import market that truly push the boundaries of traditional performance."

IMPORT PERFORMANCE PRODUCTS

■ HOT PRODUCT:
ProFlex Commander PRO Plug-and-Play Flex Fuel System for BMW E9X M3
■ FEATURES & BENEFITS:
Real-time flex fuel management with zero latency; quick installation with no tuning changes required; compatible with stock and modified cars; horsepower and torque gains with maximum knock resistance; cooler operating temps.
Advanced Fuel Dynamics
Gray Fredrick
VP of Operations

■ HOT PRODUCT:
Cat-Back System 140797CFBA for 2023-24 Honda Civic Type R
■ FEATURES & BENEFITS:
Aggressive ATAK sound with no drone inside the car; active exhaust valves retain the factory sound adjustability; carbon fiber tips.
Borla Performance
Tim Sayers
Muffler Development Manager

■ HOT PRODUCT:
DW300c Pump With Install Kit
■ FEATURES & BENEFITS:
Fits 2016-up Honda Civic, 2018-up Accord and 2016-up Mazda Miata models; increased fuel flow for up to 500 hp on E85 or 550 hp on gasoline; direct OE swap with only wiring modifications required for fitment; reuses OEM fuel hanger and sensors.
DeatschWerks
Brandon McDaniel
Senior Technical Product Specialist

■ HOT PRODUCT:
LIQUI MOLY MOLYGEN Motor Oils
■ FEATURES & BENEFITS:
Offered in 0W16, 0W20, 5W30 and 5W40 weights; include unique Molecular Friction Control (MFC) technology; the Molygen series features high-performance, low-friction engine oils designed for year-round use.
LIQUI MOLY
Eva Brendle Tran
Marketing Director & Operations Manager

■ HOT PRODUCTS:
BMW Line of POWERPAK Kits
■ FEATURES & BENEFITS:
Forged pistons and rings for racing and performance builds; created based on firsthand experience working with BMW production engines; suitable for crossover markets like street/strip or daily-driven track cars.
MAHLE Motorsport
Eric Grilliot
Product Manager

■ HOT PRODUCTS:
High-Volume Intakes for 2023-Up Honda Civic Type R & Integra Type S
■ FEATURES & BENEFITS:
Also available for late-model Civic, Integra and Accord 2.0T models; fully engineered and designed by PRL; no ECU calibration required; includes secondary air duct to prevent air starvation when the hood is closed.
PRL Motorsports
Alan Miller
VP of Operations



Common projects present a wide variety of opportunities. (Photo courtesy DeatschWerks)



Account for the higher fuel system requirements that imports demand. (Photo courtesy DeatschWerks)

And some of those ideas come from the drivers themselves.

"Our import performance customers are often very knowledgeable and hands-on, bringing fresh build ideas and combos that keep the work interesting," Fredrick notes.

Global Influence

NISSAN GT-R: ALWAYS COLORFUL



The 2024 Nissan GT-R T-Spec wears a modern interpretation of the Midnight Purple III color made famous on the R34 GT-R V-Spec. (Photo courtesy Nissan)

Nissan has always wanted its high-profile GT-R models to look as good as they perform. In fact, the company tests new GT-R paint colors at night under streetlamps to get that just-right car show appearance.

For the 2024 model year, the limited-availability GT-R Takumi Edition and Skyline Edition are splashed with two hues that the company hopes will stir fans' emotions. Called Midnight Purple and Bayside Blue, both paint schemes are familiar to enthusiasts and builders worldwide.

THE COLOR PURPLE

Purple is not a common color on any vehicle. Data from 2023 suggests just 1% of new cars were painted a purple hue.

But for nearly three decades, a limited-edition, color-shifting shade named Midnight Purple has been one of the most sought-after hues on the GT-R R33 and R34, according to Nissan.

Introduced on the R33 generation of the Skyline GT-R, Midnight Purple evolved over time, with subsequent versions known as Midnight Purple II and Midnight Purple III—the latter particularly made famous by the limited-edition R34 GT-R V-Spec.

Over the past decade, Nissan has paid homage to the famous color on exclusive models. The 2014 GT-R Special Edition wore hand-painted Midnight Opal bodywork, and modern interpretations of Midnight Purple were offered on the 2021



Bayside Blue returned to the GT-R's color palette in 2019 to celebrate the nameplate's 50th anniversary and is featured again in 2024. (Photo courtesy Nissan)

GT-R T-Spec, 2024 T-Spec and 2024 T-Spec Takumi Edition.

FROM RACETRACK TO SHOWROOM

Another iconic color from GT-R history, Bayside Blue has roots back to the Champion Blue hue offered in 1995 on the R33 GT-R LM—a road-going homage celebrating Nissan Le Mans racing wins.

Bayside Blue was introduced for the R34 GT-R. Inspired by the liveries of victorious Nissan models in the Japan GP racing series, its name came from Tokyo's underground car culture.

The city's Bayshore Highway (also known as the Bay Shore Route) was famously used by enthusiasts looking to drive their cars spiritedly. Thus, the special color's name was born.

Though officially "retired" for years, Nissan reintroduced the famous color in 2019 for the GT-R 50th Anniversary Edition. It has been available on GT-Rs ever since, harkening back to the famous R34 models and the successful racing machines of the 1990s.



Take advantage of the knowledge and experience top suppliers bring to the table. (Photos courtesy LIQUI MOLY)

Aspirations are a big part of the scene, as those original "tuners" of 20 years ago are all grown up and ready to spend.

"There is a large group of customers who were young drivers in the 1990s who now have the money to own the cars they used to dream of or who can afford to own and modify the new Type R, Type S or other great, newer import cars available today," observes Miller.

And it's not even necessary to draw a line between customers, as today's performance enthusiasts may dabble in multiple vehicle types.

"Many import vehicle owners also own domestic vehicles and vice versa," says Sayers, "so, working on their import vehicle may lead to work on their domestic vehicle."

When it comes to offering specific solutions, it pays to have knowledgeable staff members who can convey accurate information. Take a popular preconception regarding motor oil, for example.

"Many mechanics and vehicle owners believe that 'high zinc' oil is the ultimate solution for tuned and modified performance engines," says Tran. "Our state-of-the-art additive technology incorporates a synergistic mix of anti-wear agents that maximize protection and reduce friction beyond what high zinc levels can achieve."

There are, of course, some differences in



The import market often offers opportunities to push the boundaries of traditional performance. (Photo courtesy MAHLE Motorsports)

products and approaches when compared to more traditional performance projects. For instance, McDaniel warns against not accounting for the higher fuel system requirements that imports demand.

"First, larger fuel injector flow rates are required for the same power levels due to only having four or six injectors typically," he explains. "Second, higher boost pressures will cause the fuel system to run at higher pressures, reducing the volume of the fuel pump and requiring fuel pumps that flow more at higher pressures, or generally higher-flowing pumps."

DeatschWerks offers online calculators for fuel injectors, fuel pumps and conversions on its website, he notes.

PRODUCTIVE CONVERSATIONS

Shops that want their next import performance project to be a success should start with a conversation.

"Have someone in the shop that is comfortable talking with customers about their import vehicles," says Sayers from Borla.

The idea is to a get a true understanding of the driver and what they want to do with the vehicle.

"Listen to the customer," says MAHLE's Grilliot. "As the experts, we may know how to build or spec parts for just about any application. But it does no good if we don't first listen and truly understand the unique requirements and challenges of the application."

From there, shops can offer "suggestive selling," says McDaniel from DeatschWerks.

"Have and suggest complementary products to support the current fuel system product the customer is interested in," he recommends. "If a customer is purchasing higher-flowing injectors, make sure the rest of the fuel system can support those injectors."

Each job can be a partnership.

"Remember, this market consists of hands-on drivers with ideas of what they want, says Fredrick from Advanced Fuel Dynamics. "Import performance customers typically do not just drop off the keys. They want to be deeply involved in the performance building strategy. Embrace your import customers' knowledge and make them part of the process. The more involved they feel the more they will see your work as a partnership of equals. Trust is key."

From there, adds Miller from PRL Motorsports, shops can begin casting a wider net.

"If you are looking the other way on these Honda 1.5L Turbo and 2.0L Turbo cars from Honda and Acura, there is a whole community of passionate owners that want to modify and customize their cars for improved performance. We have proven products to support that community and the expertise to support your shop."

Unsure of where to start? Tran suggests taking advantage of the knowledge and experience top suppliers bring to the table.

"Work with us and profit from our global brand awareness, from Formula 1 to local events. We have regional managers on the road and technicians who can come to you, answer your questions and show you how to succeed with LIQUI MOLY through our proven concepts since 1957. ***TS***



Drivers have stuck with their favorite import performance machines since the 1990s. (Photo courtesy PRL Motorsports)

WHEN THE NAME SAYS IT ALL



The Custom Shop in Illinois keeps hot rod passions high. ///// **By Maura Keller**

For John Wargo, owner of The Custom Shop in Flanagan, Illinois, his first inkling that he was passionate about reconditioning automobiles was when he was about 16 years old, and he had the opportunity to fix up 1975 Pontiac Firebird.

"I was working construction in the summer, and I was saving my money to buy a car," Wargo says. "I knew that I wasn't going to be able to get a good car because I couldn't afford it. So, I bought the Firebird, fixed it up, painted it, and it was ready to go. That's what started my passion for this industry. I continued buying, fixing up and selling cars throughout high school."

In 1988, the year Wargo graduated from high school, he purchased a former Chrysler/Dodge dealership in his hometown.

"It had been sitting empty for a little while, so I went and begged to get a loan to buy the building," Wargo recalls.

Fast-forward to 2024, and Wargo now owns and operates a successful custom build shop in that same building he purchased 36 years ago. Clients from across the country seek out Wargo and his team's expertise in building custom cars.



"For me, it's been a passion most of my life," Wargo says.

The shop has a steady flow of repeat customers who have turned to Wargo for custom paint work and to design, rebuild and renew a myriad of vehicles. In addition, The Custom Shop has been involved with organizations and events including SEMA, Goodguys Rod & Custom Association and Corvette Nationals, among others.

"We do a lot of the big, major car shows and that's where we get a lot of clients that want stuff done. Sometimes we will fix up a car that we have and take it there and sell it," Wargo says. "We've touched pretty much every facet of the automotive world, and we actually had a couple of different TV shows come in and interview us, interested in possibly doing a show with us. I love watching the shows, but my whole theory is that I got into building cars to build cars, not to be on TV."

Today, The Custom Shop team includes several members of the Wargo family working to make the company a con-



John Wargo has been operating The Custom Shop in Flanagan, Illinois, for 35 years.



The shop's seven-member crew looks for the fun and creativity in every build.



The business is a family undertaking with John Wargo, center, and wife, Kim, right, working at the shop. Daughter Bri, left, recently began her customizing journey as well.

tinuous success. John's wife, Kim, comes from an automotive family background and handles the company's financial affairs and paperwork; his mother, Betty, helps by keeping the shop clean and orderly; John's father recently retired after working at the shop for 17 years; Brandon, John's son, worked at the shop when he was younger; and John's daughter, Brianna, age 17, also helps with shop activities and has been working on restoring her own 1995 Nissan truck for the past couple of years.

In all, the company has seven employees.

"The guys working here in my shop are all local guys. Most of them live within five blocks of the shop," Wargo says. "So, we're a very close-knit group that just enjoys building cars."

CREATIVITY MEETS INNOVATION

The team at The Custom Shop primarily handles muscle car and restomod projects, mainly within the Chevrolet/General Motors platform but also with others.

"For instance, right now we just finished a 1966 Nova that we're taking out to the SEMA Show, and we are also taking a 1966 Mustang convertible. We're very versatile. And one of the things is that we do everything—from the chassis to a finished car," Wargo says. "From metal work to painting to upholstery to wiring, there's really nothing on a car that we can't do, which really is what most of our customers are looking for."

And thanks to today's connectivity, The Custom Shop's client base stretches from New York to Florida to California.

"Technology helps so that we can keep them informed via FaceTime and videos that allow them to be part of the project, even though they are 2,000 miles away," Wargo explains. "We also have a lot of walk-in customers, but most of our customers come from miles away and they are often from big cities. They see our little, tiny shop in the middle of nowhere, surrounded by cornfields, but then you open up the doors and you see all of these really killer rides that we are working on—it's really kind of funny."

With such a longstanding history, Wargo and his team don't have to do too much

WHEN THE NAME SAYS IT ALL



The company has earned a national reputation for its American muscle and restomod builds.



Customers look to Wargo for custom paint work and to design, rebuild and renew a myriad of vehicles.

marketing, as the company has earned a strong reputation within the industry. Although it utilizes social media platforms such as Facebook, the majority of clients learn about The Custom Shop via word-of-mouth referrals.

"We've done a lot of really large things for being a small shop," Wargo says. "We've been featured in hundreds of magazine articles and on magazine covers. That also helps bring in customers."

After a tumultuous few years during and after the pandemic where the supply chain was a challenge, Wargo is pleased that things are starting to get back to normal.

"Thank goodness we have the ability to fabricate, because a lot of times if you can't get it, you've got to make it. You call around and nobody's got it. We just break out the tools and make the item," he notes. "Luckily, we also have customers who understand that sometimes that's what it takes. You've got to make it happen. You've got to build it right."

CUSTOMER INVOLVEMENT

After working on so many projects during his company's 35-year history, Wargo says one vehicle stands out from the rest—namely, his personal 1968 Camaro, an AWD, 800-hp roadster convertible. Built about 10 years ago, the vehicle was one of the first AWD Camaros.

"It's near and dear to my heart because it's such a unique animal," Wargo says. "But every project has got its little perks. We did a 1953 truck for a lady from Colorado, and it was her grandfather's truck. You could tell it was a workhorse all its life. We completely redid it with a new chassis and new motor. We redid all the body work, painted it, installed a new leather interior and basically made her a brand-new 1953 truck."

It's through projects like that that relationships are formed.

"It's so fun to get invested into these people, really get into their lives and become friends," he continues. "You've created something for them that will bring lifelong memories for them and their kids. We always say to our customers, 'If you're not having a good time when you're building this stuff with us, then we're doing something wrong.' We always try to make sure that they feel like they're part of it."

Continuous communication with each client is of paramount importance. The team puts together a game plan of what it feels the project needs, but Wargo always wants the client to be involved in making sure that it's what they want.

"Because, at the end of the day, when we finish a project, we want them to be as excited as we are," Wargo explains.

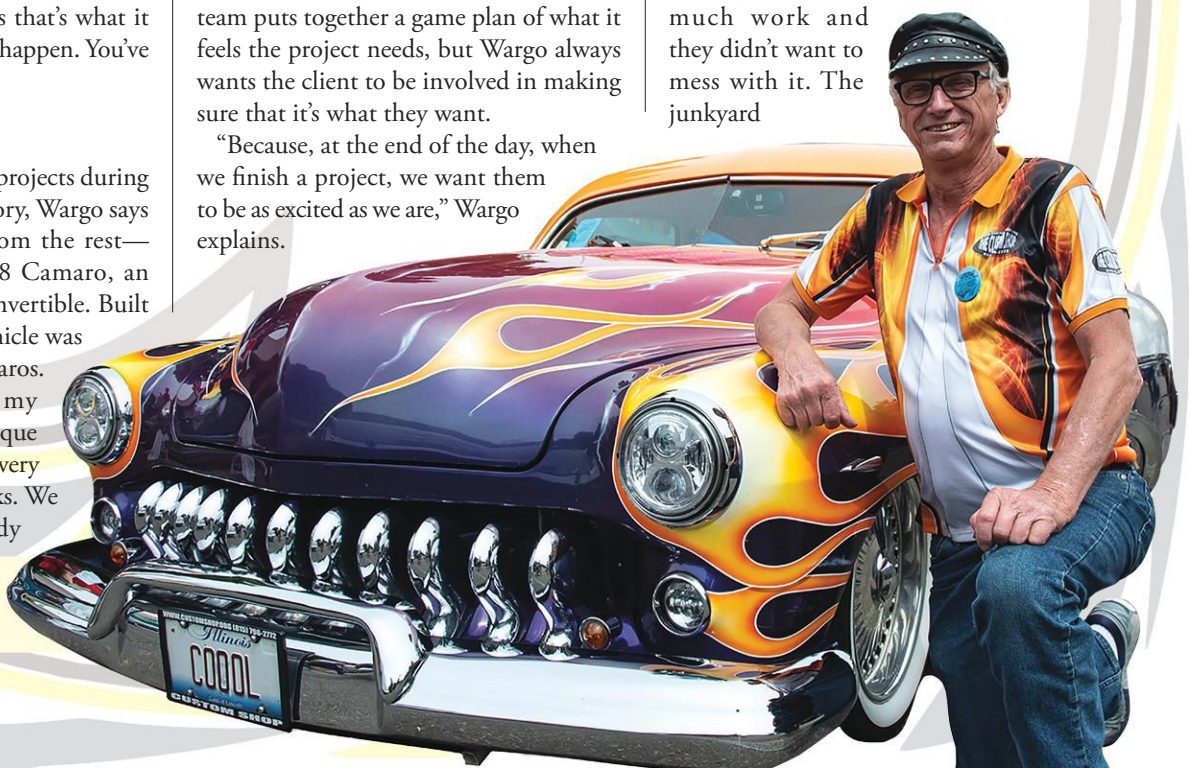
PASSING DOWN THE PASSION

One person at The Custom Shop who is truly excited about the outcome of their hard work is Brianna, who is closely following in her father's footsteps.

"When I was young, I built a really custom Nissan pickup truck. It was a tandem axle stretch truck that was customized and I won the Showtime Trucking Nationals," John Wargo says. "Fast-forward and my daughter recently said she was interested in restoring her own truck. I'm very familiar with Nissans so I said, 'Maybe we'll get lucky and we can find an old Nissan.'"

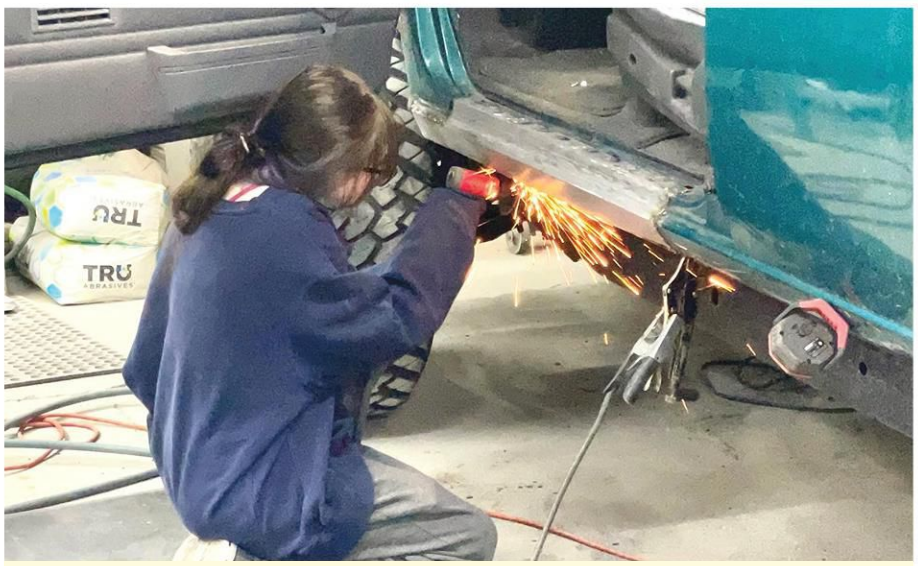
Sure enough, they soon found an older Nissan truck at a local dealership.

"They were going to take it to a junkyard and crush it," says Wargo. "When I asked what was wrong with it, the dealer said it just needed too much work and they didn't want to mess with it. The junkyard



Dennis "Twinkie" Sullivan and his Mercury, nicknamed "Fade Master."

Wargo's daughter, Brianna, is following in her father's footsteps, having spent two years building her own custom Nissan pickup.



Bri jumped right in at age 15, doing the majority of the work herself—including welding new rockers and new sheet metal, restoring the interior and adding a 25-color paint job.

was going to give him $250, so I said, 'I'll give you $250 and we'll take it home right now.'"

That was two years ago, when Brianna was 15. Since then she has completely restored the truck, learning the tricks of the trade from Wargo along the way, but doing the majority of the work herself—including welding new rockers and new sheet metal to fix the rust, restoring the interior and adding an extreme 25-color paint job.

The grille of the truck, originally from a Nissan Wargo had purchased years ago, had been hanging on a wall at The Custom Shop (thecustomshop.co) until Brianna decided to install it on her own vehicle.

After two years of hard work, her efforts paid off, as the truck won Best Debut of Show at the 2023 Slamology show in Indiana.

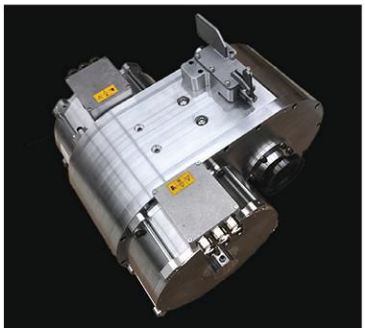
"She just couldn't be prouder. It was literally going to the junkyard and it became a show car. It took her almost two years, but she learned so much along the way," Wargo says. "I told her, 'I'm a car guy. There's no reason that you can't learn this stuff and know this stuff. And when you get older, you're going to have so much knowledge.' It's just a great platform for her to learn a solid work ethic and realize that it takes hard work and determination to get the job done."

Continuing to instill his love of vehicles in others is what excites Wargo when looking to the future.

"We are as busy as ever and we are about two years booked out. We're very fortunate to have great customers and clients," Wargo says. "I always try to explain to people that when you build something for somebody and you make their dream come true, that is a form of payment that is not dollars and cents. It's just the satisfaction that you can only get from doing something like that." ***TS***

PERFORMANCE **PRODUCTS**

Stock Your Shelves With These Go-Fast Components



EV Dual Motor TorqueBox

Torque Trends Inc., Wittmann, Arizona, presents the Torque Vectoring Capable Dual Motor TorqueBox for EVs. The transaxle-based Dual Motor TorqueBox is available with spools or a differential and can be mounted like a traditional transaxle or placed perpendicular to drive both front and rear axles in an all-wheel drive configuration. Applications are available to fit most popular electric motors.

Tacoma Clutch Kit

Advanced Clutch Technology (ACT), Lancaster, California, presents its new Clutch Kit designed exclusively for 2016-23 Toyota Tacoma applications. Kits include a heavy-duty pressure plate, Street Disc, release bearing and alignment tool. They provide a moderate and consistent pedal feel, smooth engagement and significantly improved durability. They meet SFI Spec 1.1 and have increased torque capacity up to 464 pound-feet. The kits utilize the OE flywheel for customer flexibility and are engineered to accommodate various power adders.





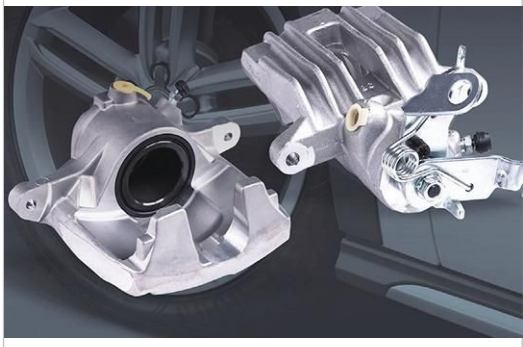
Classic Slidebar Radio

Custom Autosound Mfg. Inc., Fullerton, California, presents its Slidebar Radio for 1967-72 Chevy truck models. The system features a classic analog face that disappears to show a modern, digital radio, blending classic style and modern features. It functions like the bar did on original radios to change from AM to FM, but instead it controls which face displays. The radio features a bar that actuates the classic screen to make it display or disappear. Features include a digital tuner with 300 watts of power, a USB port, a CD changer controller and built-in Bluetooth.



Jeep Grand Cherokee Exhaust System

BORLA Performance Industries, Johnson City, Tennessee, presents its Cat-Back Exhaust System for 2022-24 Jeep Grand Cherokee 4xe models that improves horsepower and torque. System 140938 delivers the classic BORLA S-Type sound without any drone or resonance inside the vehicle. The system is made from T-304 stainless steel and features all-welded construction for durability and long life. System 140933 features brushed T-304 stainless steel tail spouts (reuse OE tips/valance).



Brake Calipers

HELLA PAGID, Peachtree City, Georgia, presents its expanded line of Brake Calipers, having recently introduced 78 new part numbers. Designed to offer enhanced braking performance and compatibility across a wide range of vehicles, the new cast iron calipers come with a premium surface treatment, ensuring durability and corrosion resistance, even in challenging environments. Each unit is equipped with premium accessories, including grease and kits containing guide bolts and rubber parts for ease of installation.

Nissan Z Exhaust Suite

AWE, Horsham, Pennsylvania, presents a full 3-inch Cat-Back Exhaust Suite for 2023-newer Nissan Z models. Made in the USA from T-304L stainless steel, the precision X-pipe design produces a clean, exotic soundtrack and offers max gains of 6 hp and 14 pound-feet of torque at the wheels (with factory downpipes). Options include Touring and Track Edition configurations designed and engineered for both automatic and manual transmissions. The system features dual 5-inch, double-walled, slash-cut tips in chrome silver or diamond black.





Godzilla EFI Kit

Holley Performance Brands, Bowling Green, Kentucky, introduces its Terminator X Max EFI Kit for Ford Godzilla engine applications. The advanced engine management system is specifically designed for classic muscle car and truck engine swaps and features plug-and-play installation, customizable tuning and integrated data access. The kit can be combined with the company's related Godzilla products such as an accessory drive, oil system and low-profile intake manifold to maximize performance.

Bronco/Ranger Brakes

Wilwood Disc Brakes, Camarillo, California, presents new Aero6-DM Direct-Mount Bolt-On Brake Kits for 2019-present Ford Ranger trucks and 2021-present Bronco SUVs that work with most 17-inch and larger wheels. Designed to be fully compatible with the factory rear brakes, master cylinder, ABS and computer systems, the kits provide more holding power, easier modulation at low speed, and better pedal feel for more confident braking in daily street performance situations. Larger pads and rotors provide greater thermal capacity.





GM Duramax Transmission Cooler Lines

Premier Performance, Rexburg, Idaho, presents GM Transmission Cooler Lines designed specifically for Duramax truck applications. A solution for leak-prone OE transmission lines, the products install with no modifications required. Available in standard OE 1/2-inch and larger 5/8-inch sizes, specific kits and lengths are designed for a factory fit. They include crimped-style hose end fittings for high pressure and 90-degree adapter fittings for simple routing.



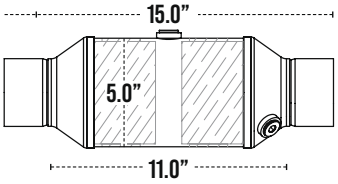
10W-30 Full PAO Synthetic Engine Oil

Hot Shot's Secret, Mt. Gilead, Ohio, presents its expanded Black Diamond Outlaw Engine Oil line, now with a 10W-30 offering. The 100% full PAO synthetic-based engine oil contains extreme pressure additives, three times the amount of zinc of traditional CK-4 oils and antimony levels over 400 ppm for improved film strength and protection. Starting with a heightened 14 Total Base Number (TBN), the oil protects against the acidic conditions occurring naturally in diesel combustion engines.

Catalytic Converters

Aero Exhaust, West Jordan, Utah, presents its R-CAT Series 2 EPA-Compliant Catalytic Converters. Featuring a 5.0-inch round body and 15-inch length, the Series 2 line is offered in 2.0-, 2.25-, 2.5- and 3.0-inch diameters. Made in the USA, the converters include a 400-cell ceramic substrate with precision-placed rear and center section 02 sensor ports to optimize exhaust gas treatment and effectively reduce harmful pollutants while enhancing engine efficiency. Features include a dual substrate design and fully welded necks.







Porsche 911 Dampers

KW automotive, Clovis, California, presents revised KW V3 Classic Dampers for Porsche 911 (F body) applications. Available for all engine variants and model years, the dampers feature adjustable compression and rebound with forged spindles. V3 Classic sets arrive ready to install and retain the original torsion bars. A black steel version with a black powder-coating is available. ***TS***



A SPECIAL ADVERTISING SECTION

CORPORATE CAPABILITIES 2024

An inside look at industry manufacturers, suppliers & 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 annual Corporate Capabilities advertising section, THE SHOP invited advertising partners to submit profiles offering an inside look at their operations. Manufacturers, suppliers 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 partners, 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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TURN 14 DISTRIBUTION



Your Competitive Advantage. Turn 14 Distribution is a performance warehouse distributor with distribution facilities strategically located in Hatfield, Pennsylvania; Arlington, Texas; Reno, Nevada; and Indianapolis. Turn 14 Distribution's strategy consists of catering to niche vehicle markets and stocking its partner manufacturers' full product lines for quick order fulfillment.

Exclusive Turn 14 Distribution promotions ensure that products are marketed efficiently and correctly to each supplier's target audience. The company relies on its dedicated sales specialists—chosen for their experience in each particular market—to service its customers with superior knowledge. In addition, the company's website offers lens technology to permit customers to view the products available for each individual market most efficiently.

Turn 14 Distribution's up-to-the-minute online inventory tracking, efficient forecasting and dedicated Customer Support Department allow the company to cut lead times and keep its customers informed about product fulfillment. The company's goal is to provide its customers with the sales, marketing and post-sales support needed to succeed in the modern marketplace.

With 1.5 million square feet of modern distribution center space, Turn 14 Distribution boasts ground shipping coverage to 60% of the U.S. population in one day and 100% within two days. Globally, Turn 14 Distribution's competitive freight rates, "ship to your shop" flat rate shipping, late shipping cutoff times, seven-day-a-week operation and same-day in-stock order fulfillment commitment enable it to service customers both across the United States and the world efficiently.

Turn 14 Distribution strives to make the world a better place through charitable giving, paid time off for volunteer work, a focus on renewable energy, paperless operations and advanced recycling. To that end, the company has selected eight charities to receive significant annual donations since 2018.

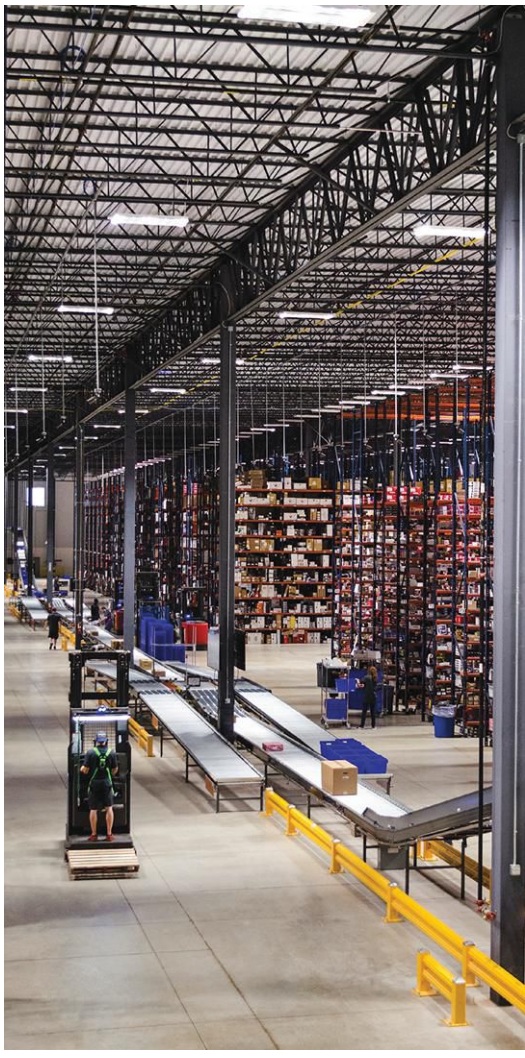
In 2019, the company made its first investments in solar power at its Horsham, Pennsylvania, headquarters, generating more than 1.1 megawatts of energy per year. In 2023, it made its second solar power investment at its Hatfield distribution center, generating over 1.4 megawatts of energy per year.

Overall, the company is reducing emissions by 2,332 tons of CO2 per year, equivalent to planting 54,267 trees. Additionally, Turn 14 Distribution's facilities recycle 92% of the waste generated through operations by sorting and recycling cardboard, wooden pallets, plastic stretch wrap, and all paper and plastic byproducts.

After achieving carbon neutral status in 2022, following International Carbon Reduction and Offset Alliance (ICROA) standards, Turn 14 Distribution remains focused on powering operations with 100% renewable energy by 2025. By reducing direct emissions, the company will not only reduce the required carbon offsets it must purchase to become neutral but will also help advance the adoption of renewable energy and reward pioneers in the renewable field.

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- Worldwide Distribution



Reach Turn 14 Distribution at (877) 7TURN14, turn14.com and @turn14.

Turn 14 Distribution
turn14.com

Advanced Clutch Technology



With a rich history spanning 30 years, Advanced Clutch Technology has been a trusted name in the performance aftermarket. Since 1994, we have been dedicated to delivering the highest-performing driveline components in the industry.

Our unwavering focus on customer service, quality and reliability has earned us a coveted reputation across all segments of the performance aftermarket. Each product we offer is meticulously researched, engineered and tested to not just meet, but exceed customer expectations.

This commitment to excellence has led to numerous victories and championships around the world, and our street products continue to provide reliable performance day after day. While 90- to 120-day warranties are the norm, our one-year limited warranty is a testament to our promise of quality, ensuring enthusiasts that they are making the preferred choice.

At Advanced Clutch Technology, we value our customers' success as much as our own. That's why we have a strict pricing policy called a Retail Minimum Resale Price Policy (MRP) to ensure our brand is not devalued in the eyes of consumers or wholesalers. We understand that your company needs to make the necessary margins to continue offering the great customer service and technical support that your customers have come to rely on. Your success is our success.

At Advanced Clutch Technology, we don't just rely on our experience, we leverage it. We design, engineer and develop our products by drawing on decades of track and performance street experience. Our use of advanced CAD, FEA simulation and CAM tools ensures highly optimized performance, reliability and repeatability.

These key advantages are the result of combining the best engineering and design methodologies with the latest in materials and manufacturing techniques. This commitment to innovation and excellence inspires confidence in our products.

ACT Clutch Kits are unequaled in terms of consistent pedal feel, high torque capacity, long wear life and durability. In-house manufacturing is critical in tuning components specifically to each individual application while maintaining the predictable ACT pedal feel across our entire product offering.

Flywheels for both performance and racing are weight-optimized for an ideal balance of Moment of Inertia (MOI = resistance to acceleration) and strength. ACT uses one-piece chromoly steel forgings, the strongest manufacturing method available, to best align the internal grain structure.

Streetlite versions are configured for a significant performance boost with minimal drivability compromise. Offered for select applications, Prolite flywheels are aggressively tuned for competition use. These rival the MOI of the lightest aluminum flywheels without any potential reliability or maintenance concerns.

Each new product candidate undergoes a painstaking development cycle with rigorous quality gates. First to market is not found on any project goal list. If the result does not perform significantly better, address issues common to each application and withstand highly modified engines, it does not receive production approval.

Some call it old school, yet quality keeps no calendar. A job is either done right, or it's not done. ACT insists on vehicle testing, dynamometer results, laboratory testing, 3D modeling, rapid prototyping and simulation to bring the best solutions possible to our customers.

ACT's USA manufacturing plant utilizes specialized production test equipment to check clamp load and verify release travel, computer dynamic spin balance and diaphragm cycling before shipping. SFI certification is standard across most of the product line.

Clutches and flywheels take time and energy to install, so it pays to select the best components the first time. Technology changes over time, but ACT's commitment to excellence never has—and never will.

ADVANCED CLUTCH TECHNOLOGY
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WHSE24TS

Eibach

Eibach is the choice for enthusiasts & competitors alike. For over seven decades, Eibach has been a reputable name in the automotive industry, specializing in the design and production of high-performance suspension systems and components for various vehicles including cars, trucks, SUVs, UTVs, motorcycles and motorsports applications.

Our offerings include springs, shock absorbers, sway bars and coilovers, providing a comprehensive range of products to enhance the handling and ride comfort of vehicles.

Our uncompromising commitment to quality, innovation and customer satisfaction has established us as a preferred choice among performance enthusiasts worldwide.

We take pride in developing superior suspension components that provide exceptional performance and value. Whether you aim to upgrade your factory suspension or custom-build a track-oriented setup, our products cater to your requirements.

Our team of seasoned engineers and technicians employ the latest technology and materials to design and test our products, ensuring they meet the highest standards of quality and dependability. Nearly all Eibach products are engineered, produced and tested in the same building in Corona, California—apart from some OE applications for BMW, Mercedes, Porsche, Ferrari and McLaren, which are produced at our parent facility in Germany.

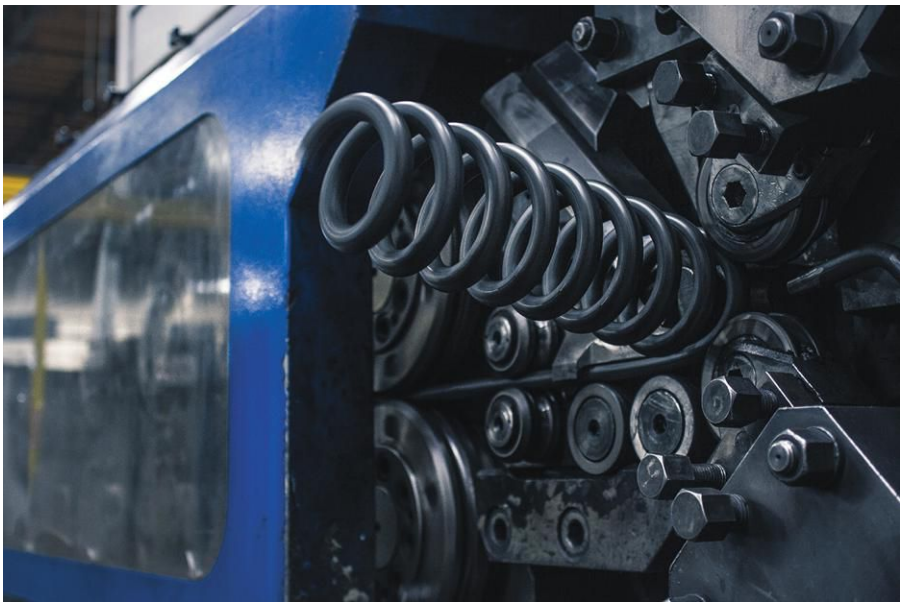


Having each process under one roof and global production standards ensure clear communication throughout development, leading to the best result possible.

The Eibach team is comprised of automotive enthusiasts with a shared passion for driving excellence. Our team, inclusive of engineers, technicians, sales and support staff, is dedicated to pushing the boundaries of performance. Many members of our team can often be found at racetracks, in the desert and in the garage, as driving is an integral aspect of who we are.



From daily street driving to competitive racing, Eibach offers suspension solutions to elevate your vehicle's performance, surpassing the competition.



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Keystone Automotive Operations







Everything you need, when you need it.

Keystone Automotive Operations has been a critical cog in the automotive performance parts and accessories machine for over 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 fleet of trucks. 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:

- Our customers' significant efforts to serve enthusiasts and everyday consumers
- The premier manufacturers that design and manufacture all of the great products we sell
- The industry that helps us be all that we can be
- Our awesome team of long-service and experienced associates

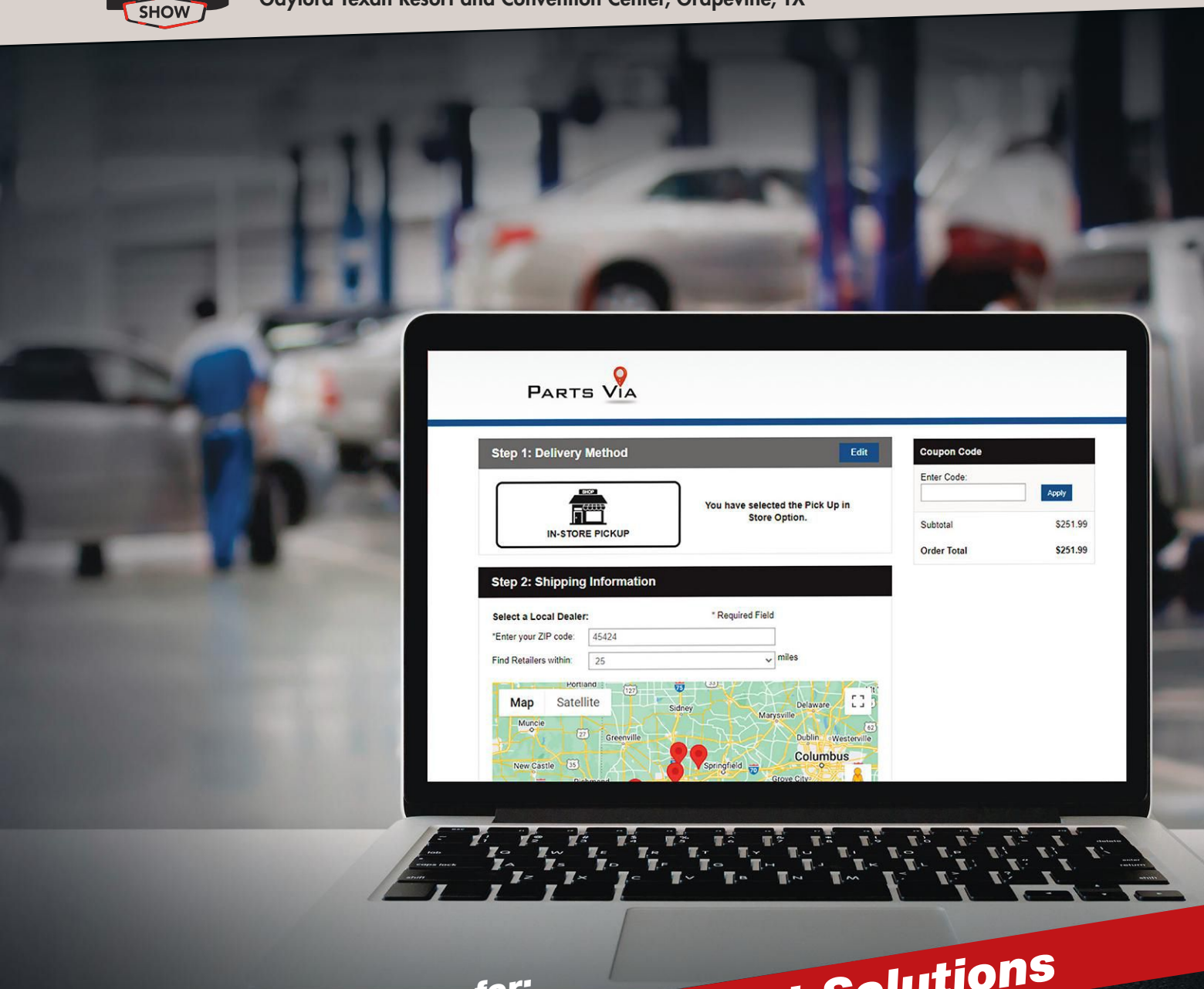
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At KYB, we believe in developing the very best and safest products.

Good enough does not cut it for products that affect the control, stability and safe operation of your vehicle. Whether transporting your family, hauling heavy loads or daily commuting, our products are built with a clear, correct purpose.

Shocks and struts may look alike, but their performances can be very different. By consistently developing world-class ride control products, KYB has become the world's largest supplier of OE and aftermarket shocks and struts.

We use the same materials, techniques and facilities to build our aftermarket products as we do our OE products. We take pride in offering products that help restore a vehicle to how it performed when it was new. KYB doesn't believe in "good, better, best" for a product that affects the safety of your vehicle. We set the bar at restoring original designed control capabilities and offer performance upgrade products for some vehicles.

This "restore or more" philosophy leads KYB to build shocks, struts and strut assemblies that are specifically calibrated for each vehicle. The difference between cheap shocks and KYB is not just how long they will last, but how well they will perform.

Check out the KYB Parts Catalog app, available on Google Play and the App Store, to discover the wide range of KYB applications based on the vehicle year, model, drive type, engine size, trim level and other factors.

We understand that people use their vehicles in different ways, and it's important to give people a choice when choosing the best shock. If you loved the way your vehicle rode and handled when new, we suggest choosing the KYB Excel-G or Strut-Plus units. If you are looking for additional control for a truck or SUV, we recommend the KYB Gas-a-just. Or if you are doing full-time work with your truck and hauling heavy loads, choose the KYB MonoMax. KYB Truck-Plus complete assemblies, Truck-Plus Leveling Kits or KYB JAOS lift kits may also fit your needs.





Our mission embraces education and safety—we believe that knowledge allows for better decisions and better performing vehicles. That's why we offer two different training opportunities through our KYB Video Training Series.

Service techs and advisors can learn about KYB products, how to recognize worn suspension components, analyze the issues they are causing and make proper recommendations. Parts Professionals will learn the benefits of each of the KYB product lines, how worn shocks can accelerate wear on other components such as tires and brakes, and how to sell value, not just price. Both of these programs can be found at kyb.com/training.

We can also come to you with our training programs for onsite training and offer appearances of our KYB 4Trainer educational vehicle. Contact your area KYB rep to set up a training program at your facility.

KYB, which began operations in 1919, is celebrating 50 years in North America. We have 32 facilities in 21 countries and 15 manufacturing plants in Asia, the United States and Europe. KYB's global headquarters is in Tokyo, Japan.

KYB Americas Corporation
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KYB keeps you level

TRUCK-PLUS
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Truck-Plus Leveling Assemblies raise the front of your truck about 2 inches for a more aggressive appearance and monotube performance.

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Meyer Distributing

Meyer Distributing is a complete, family-owned-and-operated wholesale distributor. With 107 locations across the U.S. and Canada, and more than 3.5 million square feet of warehouse space, Meyer Distributing has a huge inventory of parts to service its customers.

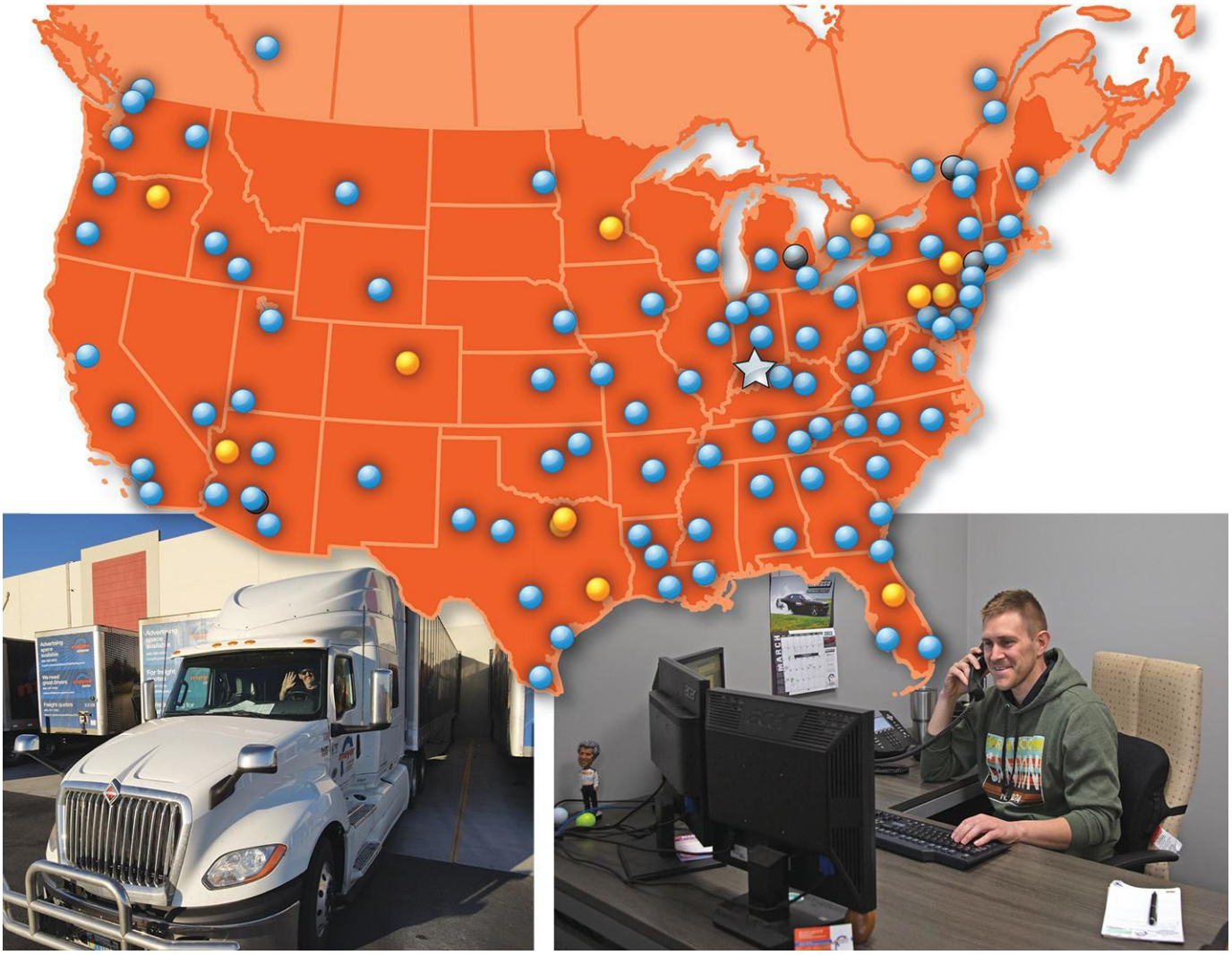
Meyer carries more than 900 products that span multiple categories: aftermarket vehicle accessories, marine products, outdoor lifestyle products, powersports accessories, outdoor power equipment and RV accessories. With strategically positioned warehouse facilities, Meyer Distributing can provide next-day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

All Meyer associates have the same goal—to improve our ability to offer the fastest, most reliable and most flexible service in the industry. Our hardworking sales staff, a mix of 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 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.



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TRANSFER & AUXILIARY TANKS

Available in multiple sizes and styles that work for your specific needs

Meyer Distributing is a complete automotive and RV/towing wholesale distributor. With 102 locations nationwide and over 3,500,000 sq. ft. of warehouse space, Meyer Distributing has a huge inventory of parts to service your needs. Meyer Distributing has 11 locations that provide next day delivery, and a fleet of 500+ trucks that serve 48 states direct. Meyer Distributing is driven to perform – we provide the products you need when you need them.

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Motor State Distributing

Motor State Distributing combines six decades of experience in the racing and performance automotive industry with state-of-the-art warehouse technology. As the warehouse distributor of choice for thousands of wholesale customers across the United States and in more than 35 countries around the globe, Motor State Distributing offers a stocking inventory of more than 110,000 different parts representing more than 650 brands.

With performance components and equipment for Circle Track, Drag Racing, Open Wheel, Engine Builders, Hot Rods, Street Performance, Off-Road, Drift/Circuit Racing and more, Motor State offers one of the most diverse and comprehensive selections in the industry.

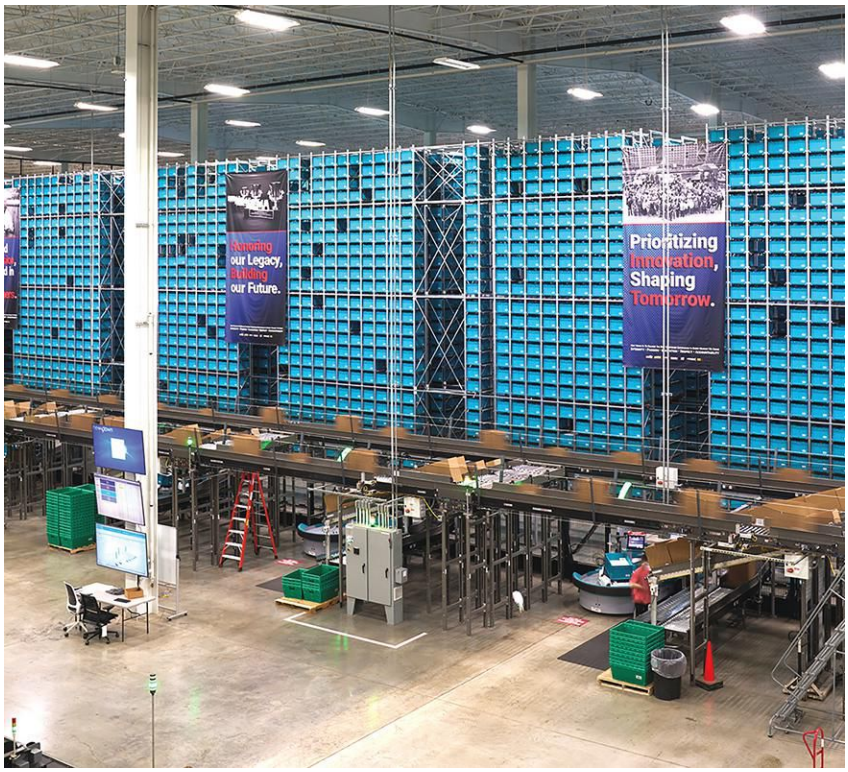
Based in southwest Michigan, Motor State Distributing has built its reputation as an industry leader with a knowledgeable sales team and responsive customer service. Motor State Distributing is passionate about motorsports, with many of our team members bringing firsthand experience as racers, off-roaders,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

In addition, PriceGuidePro, our online customer portal, allows users to verify inventory, place orders and check shipping status any time, day or night, and offers an easy-to-use mobile app for convenient access anytime, anywhere.

Combining the optimal balance of automation and human touch, Motor State Distributing's distribution center processes thousands of orders a day, ranging from single fittings to complete crate engines, and everything in between. The vast majority of in-stock orders ship from our distribution center the same day, and with a variety of shipping options we can get orders to our customers quickly, whether they are a couple of cities away or halfway around the world.

We even offer dropship options that allow our warehouse to serve as an extension of your own, making us an excellent fulfillment resource for online retailers.

To learn more about why thousands of dealers, including retailers, engine builders, fabricators and more, rely on Motor State Distributing, or to become a Motor State customer, visit motorstate.com or call (800) 772-2678.





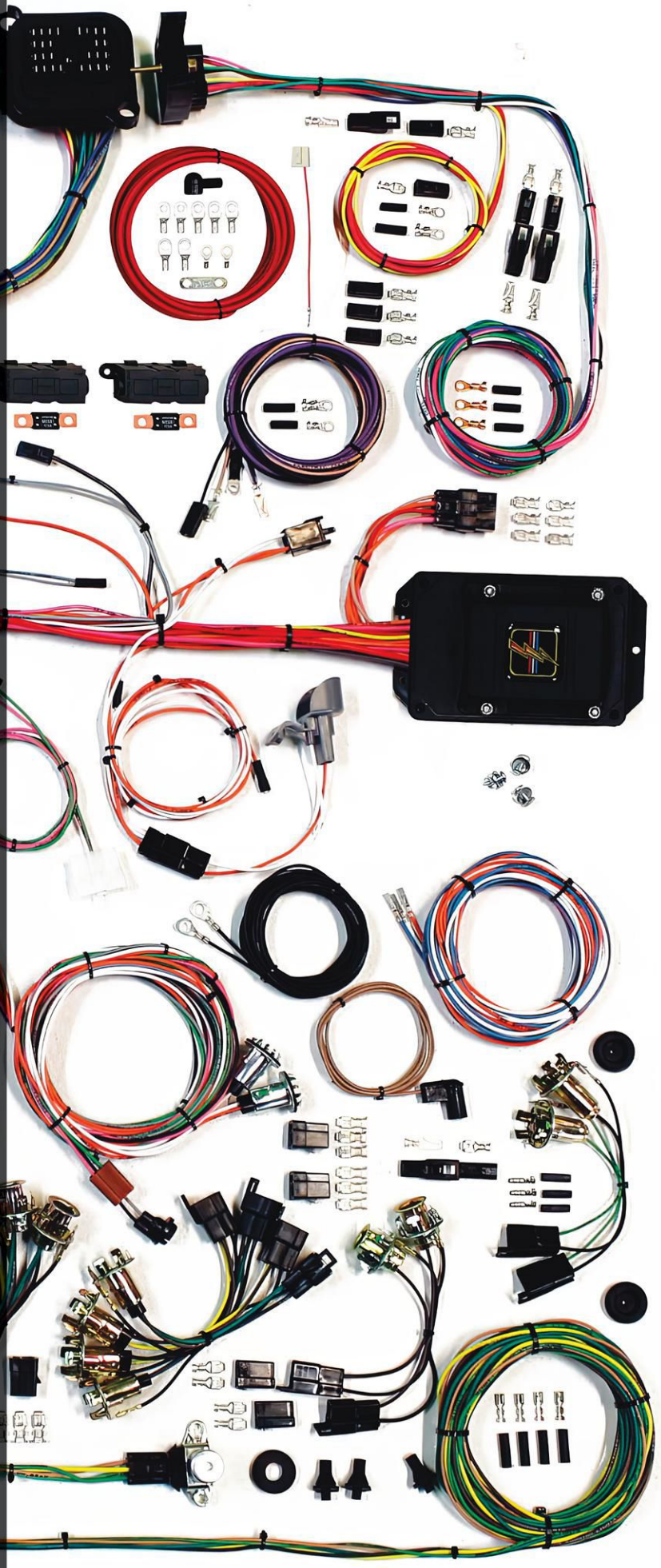
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American Autowire

CLASSIC UPDATE WIRE HARNESS KIT

Classic Update kits are designed for projects that require more circuits than would have been available in an original chassis harness. Each kit includes a modern fuse center with all the basics needed to rewire a vehicle from headlight to taillight and will accommodate popular add-on items such as electronic fuel injection, aftermarket gauges and common supporting modifications.

Motor State Distributing carries the complete American Autowire product line.



AAW510634

1968-70 MOPAR B BODY

Motor State DISTRIBUTING

60 Years EST. 1964

Dealer Application

motorstate.com 800.772.2678

National Performance Warehouse



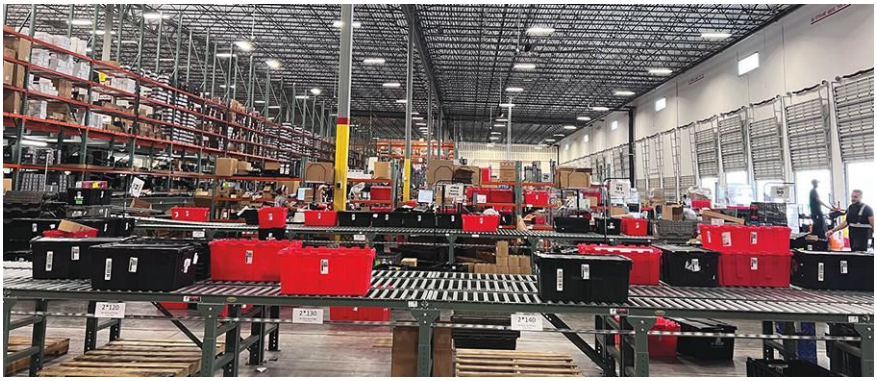
NPW is a leading warehouse distributor in the automotive industry, offering a wide range of traditional, engine, performance and truck parts and accessories.

With stocking locations throughout the United States and Canada, numerous company stores, hundreds of premium brands and over 1 million part numbers available, NPW stands out as a nationwide leader in marketing specialty and traditional automotive parts and accessories.

We provide services to dealers, shops, technicians and installers through our stores, while our jobbers, online customers and specialty retailers are supported from our distribution centers. Additionally, we maintain a robust export business.

NPW's origins trace back to a 300-square-foot shop where 20-year-old Larry Pacey began rebuilding carburetors under the name National Carburetors. As the business flourished, Larry expanded into performance products and eventually added traditional parts, evolving into a full-service warehouse distributor.

An NHRA record holder, Larry's passion for the industry stems from his hands-on experience traveling the race circuit.



Our mission at NPW is to be the premier provider of parts and service, fostering meaningful and enduring relationships. Headquartered in Miami at our state-of-the-art distribution center, NPW remains a family-owned-and-operated business.

We are led by Larry, our founder and chairman of the board, along with his sons Chris, the president/CEO, and John, the VP of purchasing.

The NPW team, including our skilled and knowledgeable sales staff, offers customers precise and efficient order processing, prompt and reliable logistics, comprehensive marketing efforts and top-tier IT support and programs.

Our strong company foundation enables continuous growth and expansion.

At NPW, we prioritize our employees and customers, as demonstrated by the long tenure of our staff.

Our core values include being driven and purposeful, adapting to changes, collaborating within and outside the organization, maintaining honesty and thoughtfulness, achieving results and goals, and caring about our customers, vendors and collective success.

Setting up an account with NPW is easy and can be done on the same day. Please call our toll-free dealer hotline at (800) 330-3021.

NATIONAL PERFORMANCE WAREHOUSE
npwcompanies.com

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The Choice for High-Performance and Race Parts Across All Venues of Motorsports!

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Availability and lead times may vary by location. Please verify with your local provider for accurate information.

1067 07/24

PRL Motorsports





Elevating your ride with precision performance. When it comes to pushing the boundaries of automotive performance, PRL Motorsports stands out as a premier name in the aftermarket industry.

Founded as PRL Racing in 2007 by Patrick Linn near Pittsburgh, the company initially competed in Sports Car Club of America events. Recognizing an opportunity to innovate, Patrick quickly established a reputation for excellence in the performance automotive market.

By 2011, the brand evolved into PRL Motorsports, focusing on product manufacturing, tuning and installation. In 2012, the company expanded into a 10,000-square-foot facility in Export, Pennsylvania, and by 2018, the company had phased out its tuning and installation services to concentrate on producing high-quality performance parts for modern Honda, Acura, Nissan, Mitsubishi and Subaru vehicles.

In 2021, PRL Motorsports moved operations to its current 25,000-square-foot facility in Export.

PRL Motorsports has built a reputation for delivering performance parts that not only meet but exceed expectations. Its commitment to quality and innovation is evident across its comprehensive product range, designed to cater to various performance modification needs. These products include Intercoolers, Intake Systems, Turbocharger Upgrades, Exhaust Components and Fuel System Upgrades.

Over the years, PRL Motorsports has achieved numerous milestones, including winning prestigious racing events and setting performance records.

Some notable achievements include the PRL Racing Nissan S13 running 9-second quarter mile passes in 2007, being the Honda Day Si Shootout first place winner in 2014, a Nissan GT-R achieving 203.62 mph at a half-mile event in 2015, and the first 10th-gen Civic to run 10s in the quarter-mile in 2019.

INNOVATION & QUALITY

PRL Motorsports doesn't just focus on making cars faster—it is dedicated to ensuring that every product is engineered to the highest standards. The company has built a team dedicated to extensive research and development, utilizing state-of-the-art technology and rigorous testing procedures.

PRL Motorsports takes pride in its in-house production capabilities, from a full fabrication and welding shop to a fully functioning CNC machine shop with automated cutting, dual-spindle CNC lathes, and 3- and 5-axis machines that feature automated robotic loading capabilities.

- *Research & Development*: PRL invests heavily in R&D, ensuring that each part is designed for maximum performance and durability. Its innovative facilities and in-house engineers enable continuous prototyping, allowing the company to take risks, push design boundaries and set new industry benchmarks.
- *Community & Support*: PRL Motorsports is deeply engaged with the automotive community, participating in events and supporting racing teams. It offers exceptional customer support, providing technical assistance and detailed installation guides to ensure customers can install their products correctly and safely. From product assembly to shipping, PRL is always focused on its customers receiving the best the market can offer.

Going forward, PRL Motorsports is focused on driving innovation in the automotive aftermarket by expanding its manufacturing capabilities and evolving its processes to better meet market demands. Emphasizing the use of advanced technologies in product design, the company aims to integrate cutting-edge advancements to deliver high-quality products.

This strategy of increasing production capacity and utilizing state-of-the-art design tools will enable the company to push industry boundaries and continue to set new standards for excellence.

PRL MOTORSPORTS
prlmotorsports.com

PRL MOTORSPORTS



Premium Automotive Performance Products

Specializing in the Honda and Acura aftermarket, we have developed hundreds of unique products to enhance the performance of these vehicles. Our flagship products include High Volume Intakes, Intercoolers, Turbo Upgrades, as well as Exhaust options like our Front Pipes and Catbacks. All of our products are meticulously developed and tested by our in house engineers to ensure a pain free installation and lasting performance.







Our team shares a passion for high performance vehicles, with experience in racing, tuning, fabrication, and wrenching dating back to the 1990s. All PRL Motorsports products are professionally engineered, tested, and assembled in-house at our facility in Pennsylvania. Backed by our reputable customer service, we aim to exceed customer expectations;

We are a company comprised of enthusiasts, working for enthusiasts.

All PRL Motorsports products are available through **APG Wholesale Distribution, Two Step Performance, Options Auto Salon, JRP** *(Canada)*, and **Pro Speed Racing** *(Australia)* and our knowledgeable PRL sales staff will be with you every step of the way to help with any questions or issues that may arise.

Sign up to become an authorized dealer:

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LEARN MORE

RealTruck



RealTruck is the world's premier manufacturer and digital destination of accessories for truck, Jeep, Bronco and off-road enthusiasts around the world.

Globally headquartered in Ann Arbor, Michigan, RealTruck's 5,000-plus associates operate from 72 facilities across four continents.

RealTruck's industry-leading product portfolio, which includes the Husky Liners total vehicle protection brand, boasts over 880 patents and pending applications.

The company's omnichannel retail approach delivers a seamless consumer experience online at realtruck.com, as well as through its 12,000-plus dealer network and automotive (OEM) partnerships.









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Shopmonkey

Shopmonkey gives you more ways to manage, market and grow your auto repair business.

Our comprehensive suite of smart and simple products are built for the challenges of shop life. Acquire customers with built-in marketing, deliver modern service with streamlined operations, take payments and manage your money, and scale to new heights with easy, multilocation management.

With Shopmonkey as your partner, you get access to the complete suite of everything you need to manage and grow your business:

Shop Management:
Modern, streamlined operations that save time, boost revenue and ensure retention.

- *Real shop, real results:* Titan Motoring reclaimed 160 admin hours each month by replacing lengthy calls with seamless virtual authorizations. That's the equivalent of one full-time resource!

Shop Marketing:
Master your online reputation—get new customers and keep them coming back.

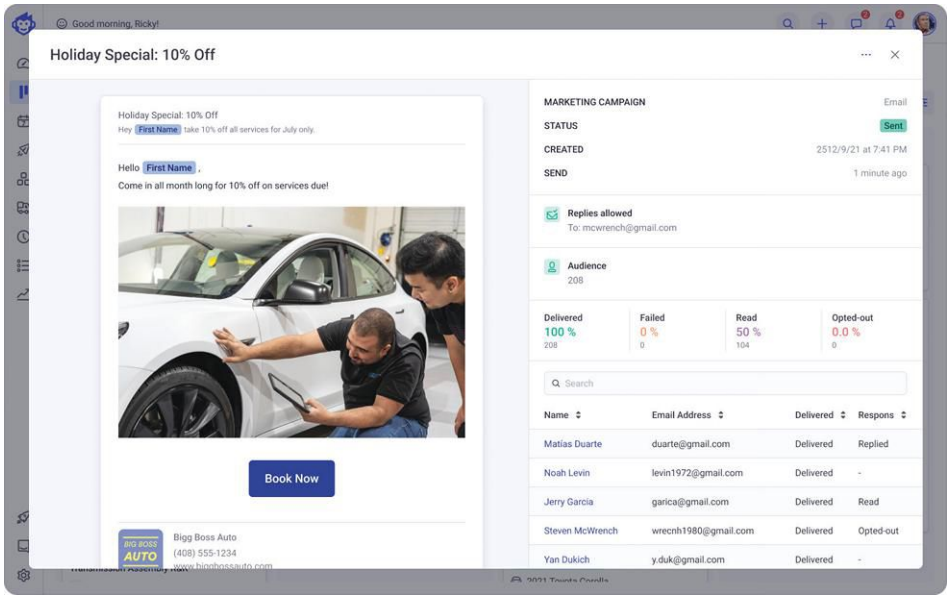
- *Real shop, real results*: After choosing Shopmonkey as its auto repair shop software, Arkansas-based University Auto & Tire's efficiency, customer satisfaction and business growth hit top speed. The shop's average Google review increased from 4.0 to a near-perfect 4.8-out-of-5.

Payments & Accounting:
Take payments and manage your money with built-in QuickBooks connections.

- *What you get:* At Shopmonkey, our risk team is dedicated to protecting you from payment fraud. We safeguard and assist with disputes, giving peace of mind to shop owners across North America. Our team recovers thousands of dollars for shops each month.

Multi-Location Operations:
See, standardize and share performance data from any location, any time.





- *What shops are saying:* "We can manage three locations with ease using Shopmonkey. The Shopmonkey software is great—since we have multiple locations, we can dive into each other's locations and help out with appointment taking, inventory and customer communications. Shopmonkey helps with the streamlining of the business and increases our daily momentum." — *Chad Hrencecin, co-owner Electrified Garage*

Modern Customer Experience:
Deliver the convenience expected by car owners and build trust that brings them back.

- *What we've discovered:* These days, 92% of car owners expect a modern, digital experience and they pay for it in loyalty. Once a shop meets these expectations, 87% of car owners will stick with that business for the long haul.

Want to learn more about Shopmonkey? Give us a call at (408) 831-1646, visit us at shopmonkey.com to see the product in action, or email info@shopmonkey.io.

We're here to help make running a shop seamless and efficient.

SHOPMONKEY
shopmonkey.com



Connect shop efficiency to shop growth.

Streamline operations, acquire and retain customers, take payments and more. Shopmonkey is everything you need to manage and market your shop, all connected within one powerful tool.

It's time to unlock massive growth for your shop.

shopmonkey.com

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The Wheel Group

Discover TWG: Your Ultimate Solution for Automotive Aftermarket Wheels, Tires & Accessories

Established in 1969, The Wheel Group (TWG) has grown into a prominent figure in the automotive industry, becoming a go-to source for high-quality aftermarket wheels, tires and accessories. With over five decades of experience, TWG has built a reputation for excellence, innovation and a deep commitment to serving the automotive enthusiast community.

At TWG, we are passionate about providing a diverse range of top-tier products that cater to the unique needs and preferences of our customers. Our extensive portfolio, comprising 14 distinct brands, allows us to offer a wide variety of options to enhance the performance and aesthetics of your vehicle.

Whether you're looking for sleek, stylish wheels, durable tires or cutting-edge accessories, TWG has something for everyone.

Our commitment to excellence is not just a vision; it's the driving force behind everything we do. We understand that the industry demands nothing but the best, and we strive to exceed those expectations with every product we deliver.

By consistently offering high-quality, innovative solutions, we ignite the enthusiasm of our consumer base and the automotive industry, helping you bring your visions to life.

WHY CHOOSE TWG?

- *Leading Designer, Marketer & Distributor*: TWG stands at the forefront of the automotive aftermarket industry as a leading designer, marketer and distributor of branded wheels, tires and vehicle accessories. Our expertise and dedication to quality ensure that you receive products that not only meet but exceed industry standards.
- *Wide-Ranging Vehicle Mix*: Our products support a broad range of vehicle types, aligning with the most popular vehicle categories on the market. Whether you drive a rugged off-road vehicle or a sleek luxury vehicle, TWG has the perfect products to match your vehicle's style and performance needs.
- *Global Presence & Sourcing Capabilities*: TWG's strong international presence and global sourcing capabilities provide us with unique competitive advantages. We leverage our global network to source the best materials and factory processes, ensuring that our products are of the highest quality and available at competitive prices. This international reach also allows us to stay ahead of industry trends and bring the latest innovations to our customers.
- *Wide Distribution Network*: We pride ourselves on our extensive distribution network, with 17 stocked distribution centers across the USA and Canada, in addition to our numerous partnerships with independent retailers and leading national retail chains. This wide-reaching network ensures that our products are easily accessible to customers. Whether you prefer to shop online or visit a local retailer, TWG products are always within reach.
- *Customer Service is Our No. 1 Priority*: At TWG, we ensure a swift and efficient response to your every demand. Count on us for a seamless ordering and fulfillment process, where our unwavering commitment to exceptional support shines through at every step. With six-day-a-week daily deliveries, 100-plus sales and support members and 24/7 online inventory access through our DealerWeb, your satisfaction is guaranteed with TWG.



EXPERIENCE THE TWG DIFFERENCE

Choosing TWG means choosing a company with a proven track record of excellence and innovation. Our dedication to quality, extensive product range and commitment to customer satisfaction set us apart in the automotive aftermarket industry.

We invite you to explore our wide selection of wheels, tires and accessories to experience the TWG difference for yourself. Discover why we've been one of the industry leaders for years.

THE WHEEL GROUP
thewheelgroup.com

AMP Tires



THE ULTIMATE OFF-ROAD TIRE

Terrain Attack R/T

DUAL SIDEWALL DESIGNS



OFF-ROAD TRACTION

Stone ejectors channel away water, mud, rocks, & other debris to maintain maximum grip and performance.



ALL-SEASON PERFORMANCE

Large, open shoulder blocks greatly improve off-road traction and enhance grip in extreme weather conditions.



LONG-LASTING DURABILITY

Staggered sidewall provides protection against punctures and abrasions in harsh environments.



WIDE CONTACT CENTER PATCH

The wide contact center patch increases surface coverage on any terrain, while providing longer tread life and a quiet and smooth ride on the road.



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Innovative tread design optimizes road contact, reduces road noise, and enhances overall performance

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TrailFX





TrailFX is a brand synonymous with quality and affordability, earning a reputation as a go-to brand in the realm of truck and off-road accessories. With a wide-ranging product lineup catering to every need of enthusiasts, TrailFX has become a trusted choice over the years.

From step bars of various shapes, sizes and finishes to bed protection, toolboxes, cargo management solutions and stylish fender flares, TrailFX offers a comprehensive selection of truck accessories. For off-road enthusiasts, it provides everything from winches and awnings to suspension systems, racks and tailored exterior packages for Jeep and Ford Broncos, ensuring peak performance on and off the trail.

Headquartered in Exeter, Pennsylvania, with engineering support from Elkhart, Indiana, TrailFX continually advances its product development to meet evolving demands. Its commitment to both style and functionality resonates with budget-conscious shoppers seeking enduring value.

Every TrailFX product undergoes rigorous testing to meet industry safety standards, guaranteeing hassle-free installation and reliable performance. This dedication to quality has cemented TrailFX as a top choice for both professionals and consumers.

Through in-store displays, plan-o-grams and signage, consumers are educated about TrailFX's diverse range, from winches and step bars to bumpers, toolboxes, tonneaus and LED lighting.

Whether it's for a demanding jobsite, an exhilarating weekend adventure or the daily commute, TrailFX offers a diverse portfolio that caters to a variety of needs. Its team is deeply committed to providing products that excel in function, style and safety, ensuring each item is crafted to endure a lifetime of use.

TrailFX products are proudly designated as "Designed For Life." All products are exclusively distributed through Keystone Automotive Operations.

TRAILFX
trailfx.com

store more

LIQUID TRANSFER TANKS



TrailFX® steel liquid transfer tanks offer a safe and simple solution for transporting non-flammable liquids such a diesel fuel and hydraulic fluid around the farm or the job site. Available in square and L-shaped configurations with a durable, corrosion resistant matte black or gloss white powder coat finish, all TrailFX steel tanks are manufactured in the USA from precision welded, 14-gauge steel that is pressure tested to ensure optimal performance. Additionally, all tanks include internal baffling to prevent sloshing, reinforced filler necks and drain plugs, 1/4" mounting tabs and lockable vent caps for security and proper ventilation.

$25 REBATE!

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Keystone Automotive Operations, Inc.

MADE IN USA

Tri-State Enterprises



Tri-State Enterprises has a rich history rooted in its founder's vision and values. From its humble beginnings servicing three states to its current expansive reach across the central U.S., the company's growth has been driven by its commitment to integrity and customer service.

The company, backed by HCI Equity Partners, specializes in automotive hard parts, consumables, truck accessories, car audio/electronics and paint. Operating out of approximately 1 million square feet of warehouse space, the company has partnered with over 400 vendors specializing in parts and accessory brands in the industry to best serve its customers.

Founded in 1977 by the late W.O. Byrd, Tri-State primarily sold Ford Motorcraft parts and radio equipment out of a warehouse in Fort Smith, Arkansas. Little did he know that this was only the beginning of the company we know Tri-State to be today.

Tristan Taylor joined the company in April 1987. Taylor began his journey by answering the phones in the morning and shipping parts out of the warehouse in the afternoon. Eventually, Taylor became a full-time salesman and would later move into the role of sales manager.

Like the company itself, Taylor was only experiencing the beginning of his journey. In 2015, Tristan and his wife, Kim, were presented the opportunity to purchase the company. Once the Taylor family purchased the company, Tri-State would jump into an era of growth and change like it had never seen before.

The name "Tri-State" comes from the fact that in the early years of the company it would service three states—Oklahoma, Arkansas, and Missouri. Today, Tri-State reaches Arkansas, Oklahoma, Missouri, Texas and Louisiana, as well as parts of Illinois, Kentucky, Mississippi and Tennessee.

It is able to reach multiple states through its seven distribution centers, 32 retail stores and seven cross-docks across the central U.S.

Embracing the golden rule as a guiding principle, inspired by founder Dub Byrd, Tri-State prioritizes nurturing enduring relationships with its stakeholders. Tristan Taylor's emphasis on honesty, integrity and Christian values underscores the company's commitment to ethical business practices.

"I think we've always had a good reputation in the industry for honesty and integrity," Taylor explains. "We feel fortunate that we've always had a company that really stood on good Christian values and principles and always tried to do the right thing."

As Tri-State continues to expand its inventory and reach, its dedication to providing the best products and business relationships in the industry remains unwavering. With a foundation built on strong values and a forward-looking vision, the company is well-positioned to shape the future of automotive aftermarket distribution in the central U.S. and beyond.



TRI-STATE ENTERPRISES
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COMMERCIAL / FLEET ACCESSORIES

TRI-STATE ENTERPRISES, INC.



CURT LUVERNE RANCH HAND UWS

A Wide Range of Brands

Here at Tri-State, we offer a wide range of products and brands to cover all of your Commercial/Fleet needs. From auto parts and accessories to lighting and 12V, Tri-State has got you covered.

Curt, Luverne, Ranch Hand, and UWS are some of our top lines of commercial/fleet products. For more information, call or go online to ***etristate.com*** to see these brands and more!

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Warn Industries

For over 75 years, Warn Industries has been the premium name when it comes to off-road parts and accessories.

From its start in 4WD hubs and DC-electric winches in the 1940s-50s, to powersports and industrial products, to being a Tier 1 supplier to multiple OEMs, Warn Industries is one of the most well-known and trusted brands in the off-road aftermarket.

Headquartered in Clackamas, Oregon, Warn employs 400 people in its 180,000-square-foot facility. The building has many quality certifications, allowing it to produce the best parts in the industry for consumers, businesses and OEMs alike. Raw steel comes in and finished goods leave this building. It's also where the design, engineering, testing and assembly happens for many of its 600 products, including the all-new ZEON XD winch—the latest evolution of its highly successful ZEON line of truck and SUV winches.

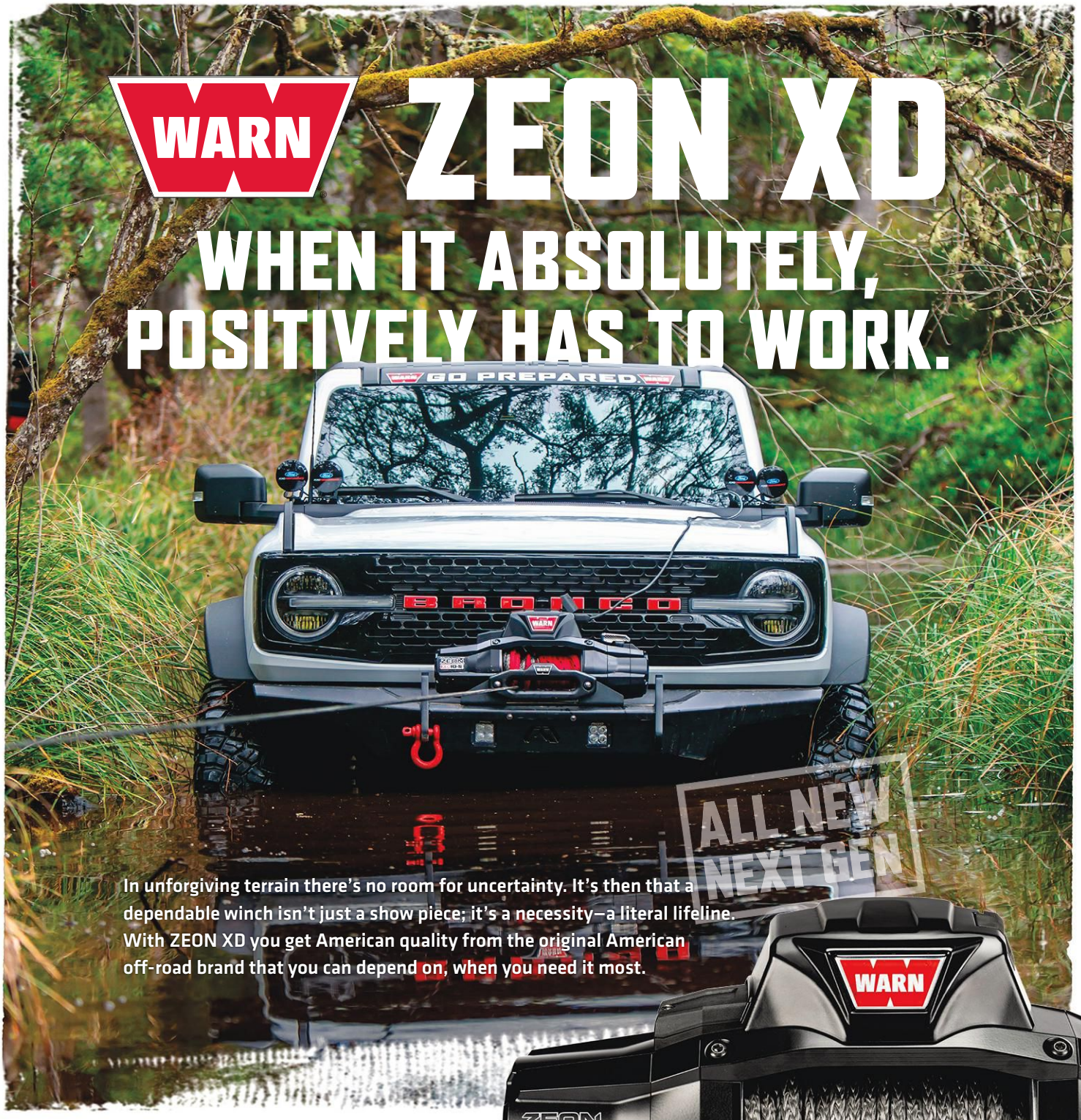
Warn is the largest producer of recreational off-road winches in the U.S. and manufactures winches for the military, towing industry and other industrial applications in addition to recreational off-roading. Warn is also a Tier 1 supplier to OEMs, such as Ford, Jeep, Ram, Yamaha and others.

Many Warn employees use the items they make—they're built by enthusiasts for enthusiasts and get used both on and off the job. Warn has a culture of innovation, quality, and dependability, and has for over 75 years. Plus, with a global service organization, Warn products can be bought all around the world.





WARN INDUSTRIES
warn.com



WARN ZEON XD

WHEN IT ABSOLUTELY, POSITIVELY HAS TO WORK.

ALL NEW NEXT GEN

In unforgiving terrain there's no room for uncertainty. It's then that a dependable winch isn't just a show piece; it's a necessity—a literal lifeline. With ZEON XD you get American quality from the original American off-road brand that you can depend on, when you need it most.



DESIGNED, ENGINEERED, AND ASSEMBLED IN THE USA.

WARN 1948 75 2023

For more information, contact your WARN sales representative today.

Wilwood Disc Brakes



Wilwood Engineering designs and manufactures high-performance disc brake systems. Since the company's inception in 1977 by Bill Wood, we have developed a substantial matrix of brake components and engineering techniques that allow us to create upgraded brake systems that are reliable for almost any application.

Our core ability is the rapid development of custom-engineered brake systems using a combination of off-the-shelf and custom components. In addition to designing and manufacturing brakes for many automotive and truck segments and all types of competitive motorsports, Wilwood also manufactures brake systems and components for agricultural equipment, industrial applications, utility vehicles, snowmobiles, quads, motorcycles and military vehicles.

With our headquarters in Camarillo, California, Wilwood employs over 400 people. We have stocked inventory of more than 300 different brake calipers, 200 rotor designs, 100 master cylinder designs and a wide assortment of brackets, fittings, valves and brake lines.

Our wide variety of brake calipers range in size from tiny systems used on go-karts and light-duty industrial equipment to very large, heavy-duty original equipment brakes for the U.S. military Humvee.

Wilwood's engineering department uses the latest advancements in computer-aided design and manufacturing techniques in conjunction with finite element analysis, dynamic test and cycle test equipment to find high-performance and reliable solutions for the most difficult braking conditions.

In 2016, Wilwood doubled its company footprint by purchasing a second 100,000-square-foot building that is now home to many of our expanded product manufacturing offerings, such as hard anodizing, masking and powder-coating, and laser engraving, along with product assembly, testing, packaging, warehousing and shipping operations.

On the Wilwood Racing side, for well over 40 years Wilwood has worked with the best teams in the motorsports industry to test, research, engineer and develop braking systems from pedal to pad that are made to handle the extreme demands of racing. From dirt and asphalt tracks, paved ovals, desert racing and rock crawling, to road courses and drag racing strips, Wilwood has helped drivers and teams win countless races and championships.

With off-roading becoming more prevalent in the past decade, Wilwood has been introducing new and innovative braking products for many dirt-based market segments. Included are new brake upgrades for UTV or side-by-side vehicles and many of the Polaris, Can-Am and Honda 4-lug platforms, with 5- and 6-lug variations for the leading manufacturers coming soon.

Additionally, we can also outfit overlanding rigs, where Wilwood's latest line of Aero6-DM (Direct Mount) upgrade brake kits are designed to bolt-on easily and help stop these vehicles, even when loaded down with aftermarket accessories like rooftop tents, spare water, gas and propane tanks, refrigerators, etc., making them much heavier and harder to stop than when they left the assembly line.

Whether you prefer the street or the dirt and you're into cars or trucks, Wilwood Engineering is a braking systems manufacturer dedicated to helping your vehicle stop better and safer with quality parts designed, tested, and manufactured in the USA.

Call (805) 388-1188 for more information.



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wilwood.com

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WORK

PLAY



TX6R big brake kits provide unmatched braking capacity for high-demand towing, hauling, off-roading or highway driving.



26 COLOR OPTIONS AVAILABLE
**Additional charges may apply.*

TX6R
BIG BRAKE KITS
Front and rear kits are engineered and rigorously tested to ensure repeatable performance.



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DESIGNED · TESTED
USA
MANUFACTURED

DISC BRAKES
wilwood
POWER. CONTROL. PRECISION.

Worksport



Worksport is Redefining What a Pickup Truck Can Do

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 design, 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 hardcovers in its state-of-the-art Buffalo, New York, facility. Worksport's flagship products, the COR mobile battery generator system and the SOLIS solarintegrated tonneau cover, are game-changers in portable power, providing reliable, efficient and eco-friendly energy solutions for various applications.

WORKSPORT MAKES INNOVATIVE PRODUCTS THAT ENHANCE OUR CUSTOMERS' TRUCKS & POWER THEIR LIVES AT THE JOB SITE, CAMPSITE OR IN EMERGENCIES.

Worksport's Truckbed Power System consists of two products. The SOLIS solar-integrated tonneau cover is a truck bed cover that protects your truck, pairing groundbreaking clean technology with the hard-working and precision-engineered toughness expected from a tonneau cover, and the COR energy storage system, designed to be portable and charge seamlessly with the SOLIS. This powerhouse team creates a mobile nanogrid, supplying juice when and where needed.

TURN ANY PICKUP TRUCK INTO A PORTABLE POWER SOURCE. PERFECT FOR JOBS OF ALMOST ANY SIZE.

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 revolutionizing the next generation of pickup technology and portable power solutions through its unwavering commitments 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 offer an elevated experience over traditional tonneau covers, working to bring the manufacturing of their 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 not only to provide a superior quality product to a market that is over-saturated with lower-quality offerings but also to support 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 hard cover that's 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.

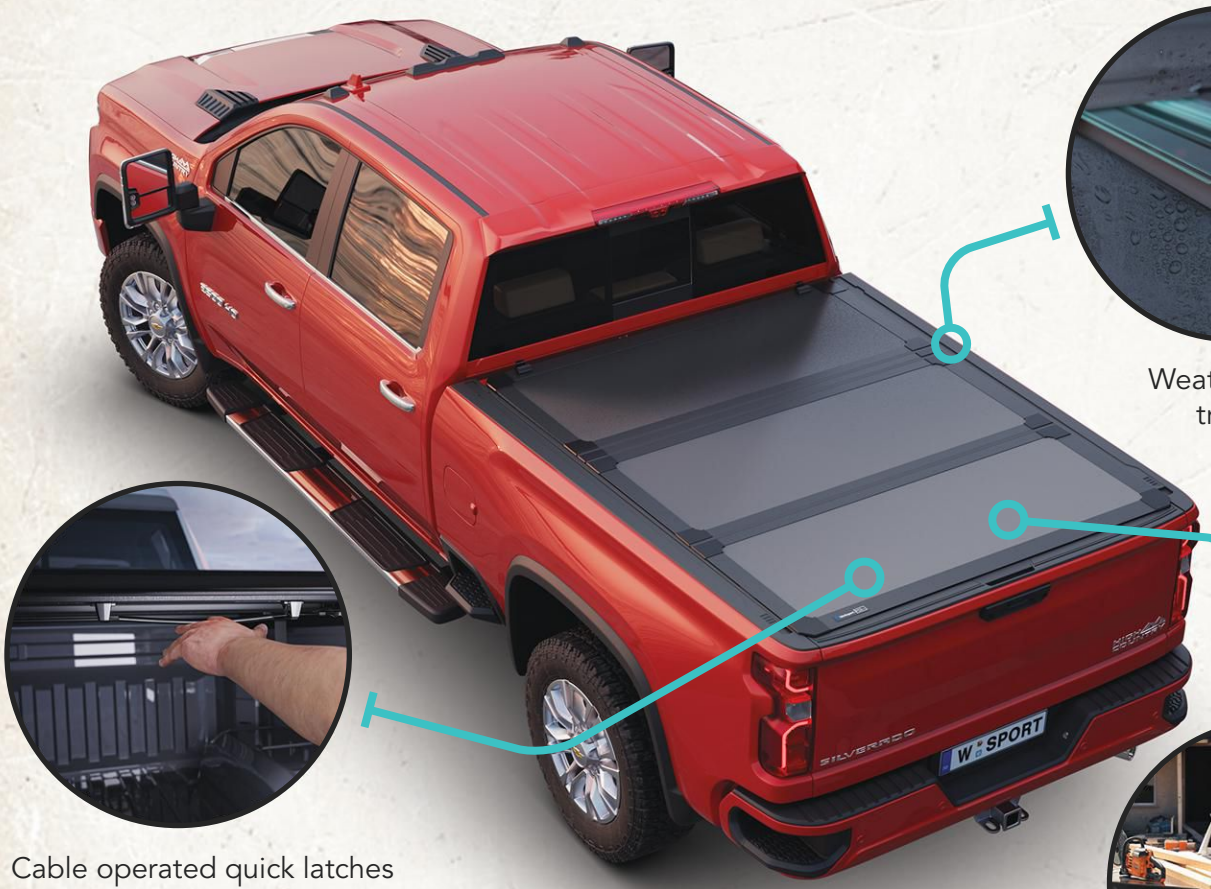
Discover more at worksport.com, email sales@worksport.com or call the company at (888) 554-9798.

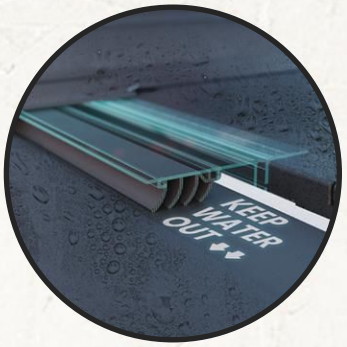


WORKSPORT
worksport.com

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HARD TONNEAU COVER

THE **ULTIMATE PROTECTION** FOR YOUR **TRUCK BED** AND **CARGO**





Weather resistant
triple fin seals

Cable operated quick latches
allow lighting fast cargo access



Extra-strong ceramic-coated aluminum
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scratch resistance

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At Worksport, we value our partnerships with dealers and distributors. That's why we prioritize accessible, quality service for our partners and their customers. Our goal is to support our network, foster mutual growth, and keep customer satisfaction at the forefront, all while building beautifully designed, tough, American-made tonneau covers.

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Worksport

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EGR USA

EGR USA is a leading manufacturer of truck and SUV accessories, with over 50 years of experience in delivering top-quality automotive products. We operate on core family values, offering exemplary off-road and pickup truck bed accessories.

Innovation and engineering excellence drive us forward. Over 20% of our global workforce focuses on developing new products.

Our use of cutting-edge technology and best practices has earned the trust of the world's largest OEMs, who rely on us to create genuine products for their vehicles.

For over 50 years, EGR has set the standard in high-quality vehicle accessories. We are a just-in-time, vertically integrated manufacturer, producing most products in-house to maintain control and quality from design to finish. Our stringent quality control system meets ISO 9001 and IATF 16949 standards, ensuring exceptional products.

We pride ourselves on offering competitive prices without compromising on quality. The entrepreneurial spirit of our founders keeps us constantly innovating.

When you need high-end truck accessories, look no further than EGR USA. We are committed to quality, reliability and customer satisfaction.

EGR USA
egrusa.com





RHINO LININGS CORPORATION

Since 1988, Rhino Linings has been a trailblazer in protective coatings, introducing the revolutionary spray-on bedliner to the United States.

Developed to withstand the toughest environments, our proprietary formulations ensure Rhino Linings bedliners are built to last for everyday or heavy-duty use.

With more than 35 years of protective coating excellence, Rhino Linings is trusted globally for superior quality, strength and durability. Our Global Applicator Network spans over 2,000 independently owned and operated businesses in nearly 80 countries. Rhino Linings offers its "World-Class Protection" with distribution centers across North America, South America, Europe, Southeast Asia and the South Pacific.

Our customers and innovation are at the heart of everything we do. Rhino Linings developed formulations and products for our Protective Linings and Coatings division to meet the needs of contractors and applicators looking for commercial and residential flooring, foam and roofing solutions.

Rhino Linings is dedicated to offering integral solutions and meeting the demands of our customers in industries beyond vehicle protection. The success of our Global Applicator Network is a testament to the efficacy of our coatings, and we are immensely grateful for the opportunity to serve them.

RHINO LININGS CORPORATION
rhinolinings.com



Steelcraft Automotive

Founded in the automotive aftermarket heartland of Southern California in 1998, Steelcraft Automotive 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





Hot Shot's Secret/ Lubrication Specialties (LSI)



Hot Shot's Secret, a division of Lubrication Specialties LLC, is a leading provider of high-performance additives and specialty lubricants. With a commitment to innovation and quality, Hot Shot's Secret offers a wide range of products designed to enhance the performance and longevity of engines and machinery across various industries.

At the core of Hot Shot's Secret's capabilities is its dedication to research and development. An in-house R&D laboratory serves as the foundation to formulate cutting-edge products.

With our industry expertise and insight, we continuously develop advanced formulations that address the specific needs of our customers. Whether it's improving fuel efficiency, boosting horsepower or extending equipment life, Hot Shot's Secret products deliver tangible results.

From fuel additives and engine oils to transmission fluids, we offer solutions for virtually every aspect of engine maintenance. We can also custom-formulate and bottle many lubricants to other companies' needs and requirements.

Our team of knowledgeable professionals provides expert guidance and support to help customers select the right products for their specific needs. Whether it's recommending the ideal additive or providing technical assistance, we ensure that customers receive personalized attention and assistance every step of the way.

Hot Shot's Secret combines innovation, quality and customer focus to deliver industry-leading solutions. With a steadfast commitment to excellence, the company continues to drive innovation and set new standards in the field of lubrication and additive technology.

HOT SHOT'S SECRET/
LUBRICATION
SPECIALTIES (LSI)
hotshotsecret.com

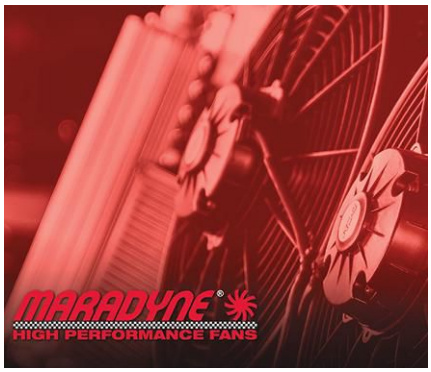


Maradyne High Performance

Maradyne High Performance, a division of DCM•FAZ, has been a pivotal player in the automotive industry for over 20 years. Known for our high-quality fans, heaters and blower systems, we focus on creating high-performance solutions that are built in-house from the ground up, tailored to meet the demanding needs of modern vehicles.

Our engineering team, comprised of experts in mechanical, electrical and automotive engineering, brings a wealth of knowledge and passion to every product we develop. Utilizing Ansys certified software, we design for maximum performance, ensuring our products deliver supreme reliability and efficiency, whether for aftermarket or OEM applications.

At Maradyne, our commitment to innovation and quality is paramount. We



are ISO 9002 and IATF 16949 certified, adhering to the highest industry standards. Each product undergoes rigorous testing in extreme conditions to ensure flawless performance. Our strict quality control processes, including both robotic and visual inspections, guarantee that only the best products reach our customers.

What truly sets Maradyne apart is our exceptional customer service and sales support. Our team is passionate about performance and dedicated to providing personalized support, ensuring that every customer receives the best possible experience with us.

As the automotive industry evolves, Maradyne High Performance remains at the forefront, continuously developing advanced solutions that keep vehicles running smoothly and efficiently.

With Maradyne, you can trust that our products are built to perform and exceed expectations.

MARADYNE HIGH PERFORMANCE
maradynehp.com



RANDYS Worldwide



RANDYS Worldwide has quietly built a network of quality brands in performance and OE replacement. The strategy is simple in continuing to focus on undercar products while maintaining a sharp focus on our dealer networks.

RANDYS brands represent the best in off-road, overlanding, truck performance, trail running and all-out adventuring.

The RANDYS family of brands includes ICON Vehicle Dynamics, Carli Suspension, Dynatrac, Yukon Gear & Axle, Cognito Motorsports, USA Standard Gear and Zumbrota Drivetrain.

When you talk about passion for the industry, these brands are best-in-class. They are known for their engineering excellence and superior performance, making them the preferred choice for enthusiasts.

RANDYS builds for the extreme—big lifts, big horsepower and the need to haul extreme loads. This requires the best in engineering, sourcing, manufacturing, sales management and account support, along with multiple distribution outlets nationwide to support the dealer network.

We pride ourselves on our dealer relationships. From the beginning, dealers and installers have trusted RANDYS to provide unwavering quality and the support to back that up.

RANDYS continues to build on these expectations with new brands in order to continue as a leading manufacturer and a dealer's one-stop-shop.

Call RANDYS today at (800) 347-1188. We are your No. 1 source for Suspension, Drivetrain and Wheels.

RANDYS WORLDWIDE
randysworldwide.com



VOXX Electronics Corporation



VOXX Electronics Corporation leads the way in automotive technology, specializing in remote start systems, security and telematics, rear seat entertainment, driver safety, automotive interior enhancements and commercial fleet solutions.

Our success is driven by a relentless commitment to innovation and quality. By leveraging advanced research and development, we stay ahead of industry trends and deliver products that consistently exceed expectations.

We are dedicated to setting new standards in automotive aftermarket enhancements, engineering cutting-edge solutions tailored to the needs of today's drivers.

With the recent launch of our Leather Craft line of factory replacement seat upholstery, we continue to expand our product portfolio through our extensive distribution network and significant manufacturing and engineering capabilities.

Our greatest asset is our community of passionate enthusiasts and professionals. We are unparalleled in our dedication to customer satisfaction, providing exceptional service and support at every step. We prioritize fostering strong relationships with every level of customer, as together we "own the drive."

In an increasingly interconnected world, VOXX Electronics Corporation is committed to shaping the future of aftermarket vehicle electronics through innovation, quality and a steadfast dedication to customer success.

Join us as we push the boundaries of possibility and redefine the aftermarket vehicle experience.

VOXX ELECTRONICS CORPORATION
voxxelectronics.com

LEATHER CRAFT™
ROSEN
Automotive Interior Excellence

THE BEST IN FACTORY REPLACEMENT AND CUSTOM AUTOMOTIVE UPHOLSTERY INTERIORS.

5 YEARS WARRANTY

TOP QUALITY MATERIALS
From our unique double-stitching to our hand-picked soft leather, our materials are second to none.

BEST WARRANTY
We back our products with an industry-leading 5-year warranty.

FACTORY-GRADE TEXTURE & COLOR MATCHING
Designed for extreme durability and longevity, our kits meet and exceed OEM level.

www.leathercraft.pro orders@leathercraft.pro 1-800-234-9115

Accuair Suspension







Accuair Suspension is the manufacturer of the next generation of on- and off-road air suspension control products. Accuair product lines include the Jeep JK, JL and JT models.

The new kits can lift vehicles up to 4 inches and clear 37-inch tires easily. Accuair also makes a complete line of on-road suspension control products. These packages range from our budget-minded entry level systems that can get you on the road fast, all the way up to our most popular leveling systems that give you all the features and benefits Accuair is known for.

Accuair Jeep kits are designed to be 100% bolt-on and automatically compensate for heavy off-road bumpers, winches or side loads from heavy overlanding equipment. Accuair on-road suspension control systems offer Bluetooth controls plus an air tank, position sensors and an Accuair ECU for the ultimate control of your dream car or truck's suspension travel.

ABOUT ACCUAIR SUSPENSION

Accuair Suspension delivers next generation air suspension control for automotive applications. This iconic company designs and manufactures one of the most accurate air suspension controllers in the world.

The technological innovations Accuair Suspension builds into its products allow end users to drive comfortably and consistently, knowing that the core of every Accuair system has been proven on more than 40,000 vehicles over 10 years.

Easy to use, easy to install, and industry-trusted since 2001, Accuair Suspension is a brand of Arnott LLC, the global leader in aftermarket replacement air suspension products for luxury cars, trucks, SUVs and motorcycles. For more information on Accuair Suspension, visit accuair.com or your local dealer.

ACCUAIR SUSPENSION
accuair.com



Data Here-to-There

Data Here-to-There (DH2T) is a leading automotive technology company focused on equipping dealers with advanced e-commerce solutions to maximize their online sales potential.

Specializing in the development of Shopify apps and the innovative Shop-in-a-Box line of ready-to-go ecommerce stores, DH2T empowers businesses in the automotive parts industry to seamlessly transition to digital commerce.

TAILORED SHOPIFY APPS FOR DEALERS

DH2T offers a suite of apps specifically designed to meet the needs of dealers who source their inventory from major automotive parts warehouse distributors like Turn 14 Distribution, Keystone, SSF, Motor State, Marcor, Meyer, Atech, Grand West, Western Power Sports, Premier, Wheel Pros and many more. Our apps connect store owners directly to manufacturers as well.

Automotive parts dealers can enhance operational efficiency, improve customer service and increase sales—all on easy-to-use platforms like Shopify and (for Turn 14 Distribution users) BigCommerce as well. With these apps, dealers can ensure that their online stores provide a user-friendly experience, featuring accurate, up-to-date price and stock information, as well as streamlined purchasing processes.

SHOP-IN-A-BOX

Understanding the specific needs of the automotive parts industry, DH2T's Shop-in-a-Box offers a turnkey solution for launching a Shopify store. This product line is particularly beneficial for dealers looking to quickly and effectively set up a fully functional online store tailored to selling automotive parts.

Shop-in-a-Box for automotive parts dealers includes a dozen different themes that reflect the industry's standards, preinstalled with essential apps, already loaded with parts from your favorite distributor. This setup reduces the time and effort required to launch a new store, allowing dealers to focus on their core business activities while ensuring a professional online presence that attracts and retains customers.

WELCOME TO THE DH2T PLATFORM

DH2T extends a warm invitation to brands and manufacturers to join the DH2T platform. With our robust infrastructure, your brand can reach hundreds of businesses already on our platform, adding new sales channels you may not have considered. Our Slingshot automotive app already connects to numerous distributors, selling a variety of brands. Why shouldn't we be selling your brand, too?

Whether you're a manufacturer owner, president or part of a family business, we have the platform and we have the brands. We want your brand, too.

IMPACT ON THE INDUSTRY

With over 500 stores already using our apps, generating $1.5 million in order revenue per month across all brands, we cater to everyone from mom-and-pop garages to large, established automotive businesses. Our platform connects with all major distributors, making DH2T the perfect partner for manufacturers and store owners.

Our job is to make it easy for you to get online and sell. Every store selling your brand can have a unique personality—never generic. Trusted by shop owners, we are committed to your success.

DATA HERE-TO-THERE
dataheretothere.com





Delta Tech Industries



Delta Tech Industries was founded and incorporated by Durimex, Inc. in 1978 in Anaheim, California. It currently offers over 600 SKUs of automotive headlights, auxiliary lights, fascia fog lights, light pods and light bars.

Over its 45-year history, the company has advanced through three major transitions in lighting technology—halogen, H.I.D. and LED. Known for its high-quality, domestic manufacturing, Delta Lights has earned its reputation among truck and Jeep owners, heavy-duty truckers, classic car enthusiasts and hot rod owners for originality and exceptional attention to detail.

Delta Tech was the inventor of light bars in the early 2000s with the introduction of H2 Hummer and is currently offering over 20 models for every truck and SUV. Delta Lights has revolutionized the Jeep and classic car headlight market by currently offering over 100 distinct models, more than all other light manufacturers combined.

The distinct attributes for which Delta Lights is well known are prismatic optic glass lenses, metal vacuum-metalized reflectors, and three mounting options of mounting lights and light bars—bolt-on, magnetic and vacuum cup.

Delta also recently developed and patented a five-function fascia-grille light assembly for Corvette C8s, along with a prototype of tactical headlights for the U.S. Army.

Delta Lights has been trusted by many in the OEM industry such as General Motors, Sylvania, Truck-Lite, Grote Industries, NAPA and Mitsubishi USA. Our design engineers are currently working on lights designated for the industrial and agricultural markets to assist the ever-growing need for good, energy-efficient lighting for industry and night farming.

DELTA TECH INDUSTRIES
deltalights.com

DELTA LIGHTS
MADE IN USA

DELTA LIGHTS LIKE NO OTHER

Delta Lights has been crossing the path of technology from halogen to LED lighting since 1978, providing American technology and innovation, for both Jeep/Truck enthusiasts, as well as classic car lovers. Always delivering the best in photometrics with prismatic optic glass lenses encased in metal, vacuum metalized reflectors and delivering 4,000 lumens per headlight or 60,000 lumens for 52" light bars. We have an unmatched selection of models in all product categories, and all is made and shipped from California.

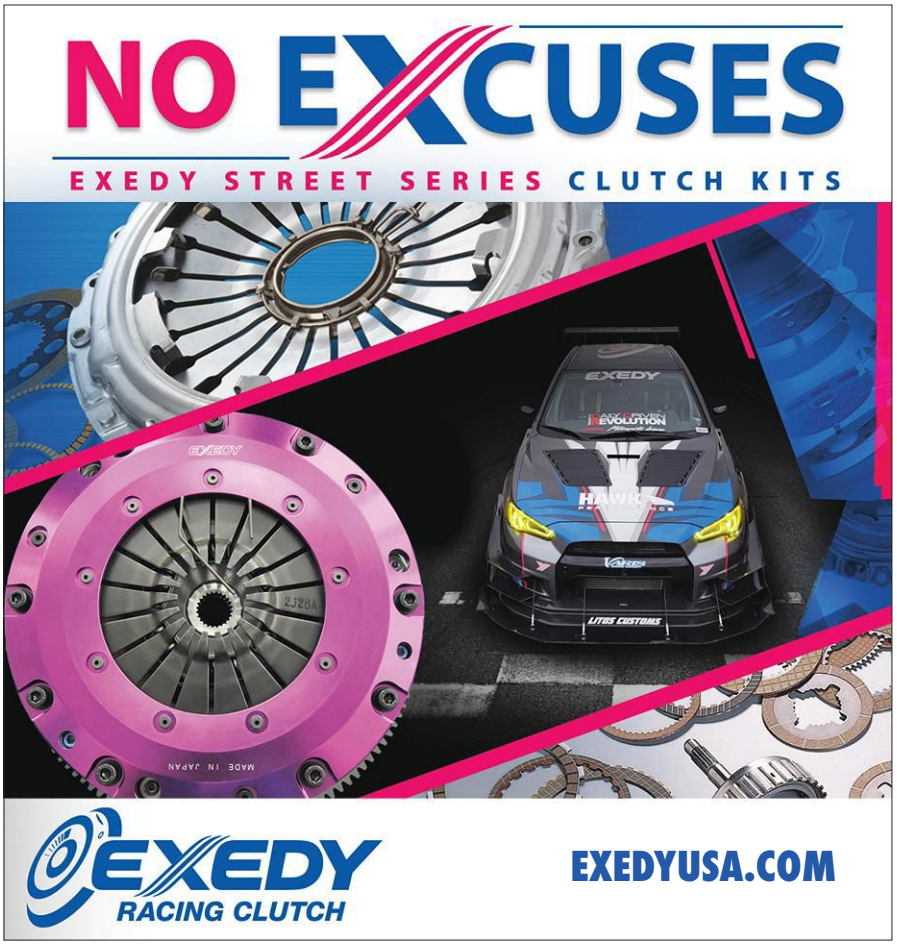
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DELTA TECH INDUSTRIES · Chino, CA 91710, U.S.A.
www.deltalights.com



EXEDY Globalparts





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 ensure 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
www.exedyusa.com

Firstech Compustar

Firstech is the leading U.S. manufacturer of remote car starters, security systems, dash cameras and telematics solutions. Our flagship brands include Compustar, DroneMobile and Momento.

In 2024, we are proud to launch the Drone XC Dash Camera, which is a 4G LTE dash cam that will integrate with any of our company's alarm and remote start systems.

Additionally, Compustar remains the technology leader in remote start range, features and installer capabilities.

Along with innovative solutions, Firstech backs its products with U.S.-based technical support, same-day shipping and a hassle-free warranty. We are also hosting "myFirstech Academy" trainings, free to 12-volt installers of all levels, at our offices in Seattle and Dallas.

To create an account with Firstech, please fill out the contact form at myfirstech.com.

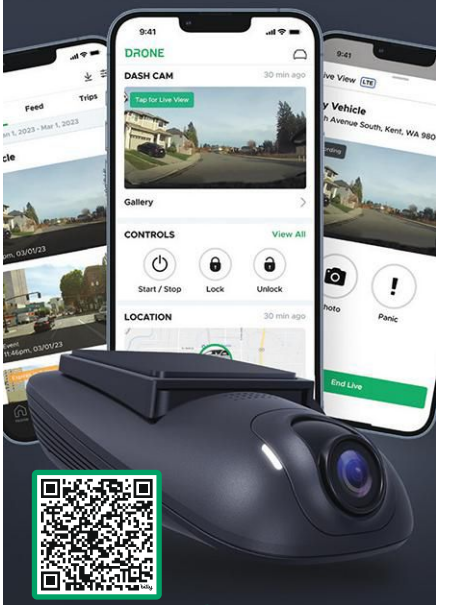
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myfirstech.com

DRONE XC

2K Dash Cam with Alarm Integration



BECOME A DEALER!

2K Capture video evidence in crystal-clear QHD

Vehicle control with alarm and remote start

Connect from anywhere over 4G LTE

Vehicle tracking for families and fleets

Top-rated app in the App Store & Android

2-Year Warranty

Save up to 70% for demo units & plans!

www.dronemobile.com

HooVer Products

HooVer Products Inc. has been making renowned, quality upholstery hand tools for three generations. Chick Hoover invented the Pres-N-Snap tool in 1970 for the purpose of installing snaps and grommets into hot rods.

Over the years, we were able to craft the perfect tools that elevate the upholstery industry. The quality of our tool system, along with the ease of installing fasteners, has made the Pres-N-Snap a favorite in upholstery shops and marinas worldwide.

HooVer Products continues to add products to accommodate new industries and the changing needs of our customers. With distributors on four continents, we help upholsterers and hobbyists make their fabric projects a reality.

As a multigenerational family business, we are proud to say that all our products



are made in the United States. For over 50 years, we have included a lifetime warranty on all our products by covering defects in materials and workmanship, for your peace of mind.

We are committed to that same policy today and stand behind our brand and our family name.

The patented Pres-N-Snap is lightweight and portable with its heat-treated 356 frame and handle providing years of trouble-free service.

HooVer Products Inc. has also developed interchangeable die sets for all your upholstery needs. Simply swap out the die set for your Pres-N-Snap tool to install the fasteners of your choice.

The portability of the Pres-N-Snap makes snap and grommet installations easier than ever by allowing you to place fasteners exactly where you need them, without having to bring your project back to the shop.

Whether embarking on a project using directional fasteners or running an upholstery business, investing in high-quality hand tools will save you time and effort while delivering professional-looking results. We strive to build the best quality products that will serve you for a lifetime.

HOOVER PRODUCTS
hooverproducts.com



IDIDIT

Thirty-eight 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 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 true, those are not the only vehicles that we supply steering columns and accessories for. IDIDIT manufactures steering columns and accessories to fit virtually any classic car, truck or 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 those 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 ISO 9001:2015 certified 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! If you would like to learn more about IDIDIT and the products we offer, please call (517) 424-0577 or visit ididit.com.



IDIDIT
ididit.com

IDIDIT®
AMERICAN MADE STEERING COLUMNS

ALL-NEW PUSH TO CONNECT
QUICK RELEASE STEERING HUB



Features:
- Aircraft grade aluminum
- Anodized black pull ring
- Weld on Race, Bolt on OE Styles
- 3, 5, 6, 9 Bolt
- With or Without Horn

Benefits
- Fast and smooth engagement
- Push to Connect, no pull ring
- Keyed Spline
- Made in the USA
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LIQUI MOLY

Auto Bild DIE BESTEN MARKEN IN ALLEN KLASSEN Ausgabe 14/2023

LESERWAHL BEST BRAND 2023 KATEGORIE Schmierstoffe auto motor sport Ausgabe 8/2023

One brand, all solutions



www.liqui-moly.com



Enthusiasm—the driving force behind our thoughts and actions. With their dedication and passion, their ideas and abilities, our more than 1,100 co-entrepreneurs have made LIQUI MOLY what it is today: a global trademark for top quality that fills customers with enthusiasm.

With over 4,000 items from a single source, we are one of the few full-range suppliers worldwide and offer the right products for every vehicle. We supply the world's widest and deepest range of motor oils, additives, gear oils, greases, pastes, adhesives and products for service and vehicle care.

In addition to passenger cars, we also serve motorcycles, classic cars, electric vehicles, bicycles, garden equipment, boats, small aircraft, the camping sector, commercial vehicles, construction machinery and industrial applications with this extensive range.

Always and everywhere in absolute top quality.

In addition, we offer our partners and customers professional, tried-and-tested support and service concepts that make everyday operations in the workshop easier, as well as tools and equipment for efficient use of the products.

As a hotbed of ideas with Swabian roots and a responsible global player, we have been developing and producing motor oils and additives exclusively in Germany since 1957 for an international market that now comprises more than 150 partner countries. In doing so, we regularly set new standards in quality and performance.

Our solutions are largely based on our own formulations, which are permanently tested and adapted to current technical circumstances wherever necessary. The best raw materials, compliance with the highest specifications and a complete testing process—from raw material delivery to production and delivery—ensure the highest levels of safety and quality.

We are a values-based company that is aware of its social responsibility. We are happy to comply with this in a variety of ways. Social and environmental aspects are an essential part of our sustainable actions and drive us.

LIQUI MOLY
liqui-moly.com

Trim-Lok Inc.

Tailor-made automotive trims, seals & gaskets.



Trim-Lok stands as the leading manufacturer of plastic and rubber extruded trims, seals and gaskets tailored specifically for the automotive aftermarket industry. Our inventory boasts hundreds of in-stock and ready-to-ship edge trims, trim seals, rubber seals and gaskets.

However, we go beyond offering off-the-shelf solutions. We specialize in custom design and collaborate closely with our customers, fabricating solutions precisely tailored to their application specifications. This ensures optimal performance and value for every project.

Leveraging cutting-edge technologies such as 3D CAD software and FEA, along with reverse engineering and rapid prototyping capabilities, we bring our customers' ideas to life with precision and efficiency.

Our commitment to innovation is evident in our portfolio of patented products, which have significantly improved our customers' processes across various industries.

In addition to our core offerings, we provide value-added services to meet diverse requirements. From cut-to-length pieces to inline operations such as notching, drilling and hole punching, we ensure seamless integration into your workflow. Our expertise extends to decorative enhancements like Mylar application and inline printing, as well as color matching to achieve the perfect aesthetic for your project.

We offer custom fabrication of corners, frames and O-rings using advanced techniques such as glue bonding, rubber film splicing and injection molding. Our capabilities also encompass private labeling and retail packaging, with options including hanging polybags and cardboard boxes that preserve part integrity while showcasing product features.

Many of our automotive seals utilize 3M Automotive Grade tapes, guaranteeing maximum adherence for unparalleled durability and longevity in your application.

At Trim-Lok, our dedication to excellence goes beyond manufacturing—we provide comprehensive support throughout the product lifecycle. With our unmatched capabilities and unwavering commitment to customer satisfaction, we empower you to achieve your goals with confidence and efficiency.

With two locations to serve you in Buena Park, California, and Elkhart, Indiana, we're always within reach to deliver exceptional service.

TRIM-LOK INC.
trimlok.com



Design Engineering Inc.



DESIGN ENGINEERING INC.
designengineering.com

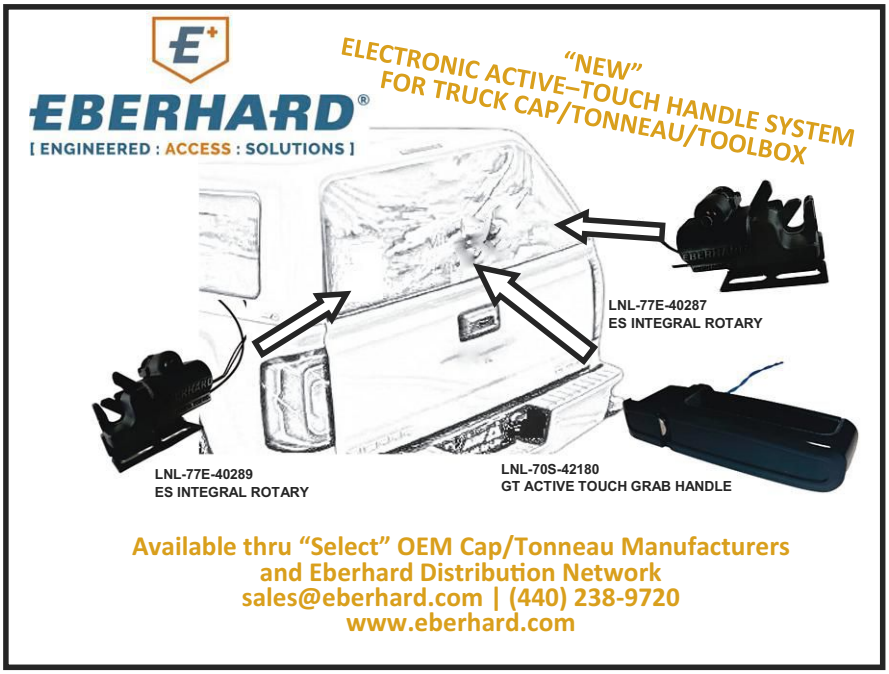
Design Engineering Inc. (DEI) has been a trailblazer in the world of heat and sound control solutions for almost 30 years and is dedicated to enhancing performance across a diverse range of industries.

Join the ranks of elite racers, riders and adventurers who trust DEI to keep their engines cooler, their rides quieter and their performance unrivaled.

WHY CHOOSE DEI?

- *Innovative Solutions*: Our products are at the forefront of technology, designed to manage heat and sound like no other.
- *Wide Range of Applications*: From race cars to RVs, motorcycles to off-road beasts, DEI has you covered.
- *Custom Solutions*: Need something unique? Our team can design and manufacture parts to your exact specifications.
- *Performance & Protection*: Experience the perfect balance of power, performance and protection with DEI's expertly crafted products.

Eberhard Manufacturing Company



EBERHARD MANUFACTURING COMPANY
eberhard.com

EBERHARD®
[ENGINEERED : ACCESS : SOLUTIONS]

Established in 1877, The Eberhard Manufacturing Company is a global leader in the engineering and manufacturing of access and security hardware.

We have a standard product line of rotary latches, compression latches, hinges, handles and more. Along with our mechanical latching hardware, we also offer electro-mechanical remote locking solutions to take your system to the next level.

Eberhard is a registered ISO 9001-2015 company with manufacturing locations in Ohio in the United States, Shanghai and Dongguan in China, and Reynosa in Mexico. We also have two offices located in Illinois in the United States and Taoyuan in Taiwan.

Our core manufacturing capabilities are in die casting, injection molding, stamping, machining and final assembly.

Restyling
AFTERMARKET ACCESSORIES

SEMA Reports p. 72 | Products p. 76

HANDLE WITH CARE



Drivers want something that does the job well and offers good value. (Photo courtesy Eibach Inc.)

Performance shocks open up the world of quality suspension upgrades & more. ///// **By Jef White**

Performance shocks make every project a little more fun, delivering the handling and confidence drivers want with an improved connection to the road, track or trail.

Often serving as a gateway to additional vehicle enhancements, picking the proper performance shock requires learning about the planned usage of the vehicle and understanding the factors that affect ride quality and stability. The end goal is gripping the steering wheel with a feeling of total control.

To help shops take on this market, suppliers offer the latest on emerging trends, opportunities and hot new products, with an eye on improving handling with care.

BETTER TOGETHER

If your shop isn't offering performance shock upgrades, now may be the time to enter the market.

"It's growing and growing," says Aaron Lambert, general manager for Penske Racing Shocks. "I look back to when we started going to the SEMA Show over 10 years ago. The racing and performance section was small in comparison to other areas, but now it's one of the largest segments at SEMA. We have a growing customer base of performance customers. Some may be custom chassis and some are original chassis being updated. In both cases, we are seeing an increase in everyday people upgrading their cars."



Customers appreciate value and performance. (Photo courtesy Eibach Inc.)

HANDLE WITH CARE

PERFORMANCE SHOCKS

HOT PRODUCT:
aFe Control Pfadt Series Featherlight Single Adjuster Street/Track Coil-Over System

FEATURES & BENEFITS:
Coil-over shock bodies, rod ends and top caps are made of aluminum with an anodized finish; single adjuster changes compression and rebound damping with a huge top cap nitrogen chamber that keeps temperatures down in racing environments.

aFe POWER
Steve Laws
Senior R&D Technician

HOT PRODUCT:
Stage 2 R Pro-Truck Coil-Over Front & Resi Rear

FEATURES & BENEFITS:
46mm monotube piston; hardened nitro rods; nitrogen-charged floating piston design; developed and tested off-road specific to each application; height-adjustable front threaded bodies.

Eibach Inc.
Mark Krumme
Head of Marketing, North America

HOT PRODUCTS:
Factory Race Offerings

FEATURES & BENEFITS:
Internal bypass; recirculating reservoir bridge with dual hoses; finned remote reservoirs.

FOX
Dane Garvik
Marketing Manger

HOT PRODUCTS: Truck & SUV Performance Shock Lines

FEATURES & BENEFITS:
Available products include the monotube Gas-a-just for light hauling or towing or as a twin-tube upgrade; the MonoMax monotube for hauling, towing and off-roading; and JAOS that provides a 2- to 3-inch lift with adjustable damping on some models.

KYB Americas Corporation
Andy Castleman
Director, Product and Marketing

HOT PRODUCTS: 2.5-Inch-Diameter Long-Travel RockSport Black Adjustable Reservoir Shocks

FEATURES & BENEFITS:
Available for Jeep JK, JL Wrangler and JT Gladiator models; massive fluid transfer; easy setting compression adjustment; aluminum body.

MetalCloak
Scott Becker
Director of Media/Marketing

HOT PRODUCTS:
7500 Series Shocks

FEATURES & BENEFITS:
Popular for the hot rod/performance market; improved ride and performance; standard fitment combined with custom internal builds that match the driver's individual demands; Corvette-specific offerings also available.

Penske Racing Shocks
Aaron Lambert
General Manager



Many market innovations are in response to the latest factory offerings. (Photos courtesy aFe POWER)





Every sale is a chance to educate consumers. (Photo courtesy aFe POWER)

Mark Krumme, head of marketing, North America, for Eibach Inc., has watched as the market changed around the time of the pandemic with many customers searching for the biggest and best to what is now more of a balanced desire for quality and practicality.

"Drivers want something that does the job well and offers good value—something they can trust to deliver good capability and ride quality," he says. "That's where Eibach fits in. We're made in the USA, and we spend a lot of time developing ride quality and a balance of capability and performance."

Today's performance shocks are asked to do a lot for modern vehicles. Quality and innovation ensure they can.

"Consumers want a simple shock-tuning solution to fix complex suspension issues. It now exists," says Scott Becker, director of media/marketing for MetalCloak.

Suppliers agree that product advancements have come a long way.

"The ability to use high-end race technology and package it into a shock that can fit in stock mounting locations is amazing—taking the features and benefits of a race-level bypass shock and allowing it to be bolted into the stock location on the vehicle with no modification," says Dane Garvik, marketing manager for FOX.

Many market innovations are in response to the latest factory offerings, says Steve Laws, senior R&D technician for aFe POWER.

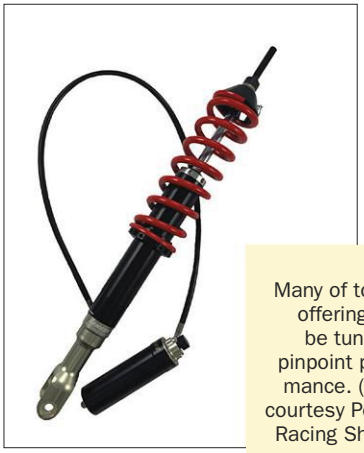
"Live-valved shocks that you see on the OE shocks that come on most high-performance vehicles like the Ford Raptor or even Corvettes and side-by-side utility vehicles have been a big change for the performance shock industry."

And, while performance shocks offer noticeable benefits, upgrades to the entire suspension system can sometimes be even better.

"Shops have realized the advantages of installing complete assemblies," says Andy Castleman, director, product and marketing for KYB Americas Corp. "They save time and labor and can be more profitable than installing bare struts and shocks. KYB Truck-Plus complete assemblies are available for lifting, leveling and as an OE replacement."



Performance shocks can be a versatile part of a shop's product mix. (Photo courtesy Penske Racing Shocks)



Many of today's offerings can be tuned for pinpoint performance. (Photo courtesy Penske Racing Shocks)

FROM THE START

Whether it's a modern muscle machine or a brand-new pickup, some owners drive straight from the showroom to the accessory shop to build the vehicle of their dreams, opening up immediate opportunities.

"Many consumers these days want to personalize their vehicles with performance shocks, aftermarket tires and wheels, etc., often right after they purchase them," says Castleman. "Partnering with dealerships to customize vehicles right off the lot can be very beneficial to shops. And many consumers will continue to upgrade their vehicles as they age. Establishing your shop as that initial customization partner can result in long-term customers."

Garvik agrees, noting, "quality suspension unlocks the versatility of any vehicle. Once a customer's vehicle rides better, the desire to add additional parts and accessories begins."

Laws notes that wheels and tires are a popular starting point for the truck crowd in particular.

"Most customers like to add wheels and tires when purchasing aftermarket shocks to fit those bigger tires with the new ride height they gain," he says, adding that shops "can upsell exhaust and add alignment to the work order."

Regardless of the product mix, however, performance shocks "often become another spoke in their wheel of business, no different than if they had an engine dyno and shop," says Lambert. "We always tell our dealers that they know more about their markets than we do."

It's not always a new vehicle rolling into the work bay, however. In these instances, Krumme suggests shops take the time to do a complete suspension inspection to identify significant wear points and add-on or upgrade suggestions that will improve overall handling and steering performance.

"Inspect the condition of bushings and existing components—things that may need to be replaced. Older vehicles may have been put through the ringer already," he says. "Build trust by having an honest conversation around what's going on with their old components. Don't just put new shocks on an already sloppy suspension—the customer won't be as happy with the result."

And, as always, shops will want to match the product to the specific plans for the vehicle.

"Highly tunable shocks allow your customer to dial their vehicle's handling performance into their exact standard," Becker notes. "This allows the end user to feel more in control over their driving experience."

THE TOTAL PACKAGE

Do you have customers looking for lift, leveling or lowering products or, as mentioned earlier, new wheels and tires? Performance shocks fit right into their plans.

"Consider packaging a performance shock with every lift kit or oversize tire and wheel sale," says KYB's Castleman.

HANDLE WITH CARE



Jeep's new NightHawk package was released during the spring solar eclipse. (Photo courtesy Jeep)

2024 JEEP GLADIATOR NIGHTHAWK PACKAGE

Jeep introduced its new NightHawk package for the 2024 Gladiator during the excitement surrounding the spring solar eclipse.

While many Americans were witnessing the celestial wonder, "Back on Earth, the Jeep brand marks the occasion with the introduction of the 2024 Jeep Gladiator NightHawk," says Bill Peffer, senior vice president and head of Jeep brand – North America. "Built from the entry-level Sport model, the new NightHawk package adds both cosmetic and capability enhancements to the 2024 Jeep Gladiator Sport, including new, signature black exterior highlights, rugged all-terrain tires and Dana 44 front and rear axles."

Available in all current exterior colors including Anvil (new for 2024), Firecracker Red, Granite Crystal, Silver Zynith, Hydro Blue, Bright White and Black, the factory NightHawk package includes:

- 20-inch Painted Gloss Black Aluminum Wheels
- All-Terrain Tires
- Heavy-Duty Dana 44 Front & Rear Axles with 3.73:1 axle ratio
- Anti-Spin Differential Rear Axle
- Body-Color Hard Top
- Rock Rails
- Black Bumper Accents
- Body-Color Fender Flares
- Power Windows & Locks
- Automatic Transmission
- Remote Keyless Entry
- Deep Tint Sunscreen Windows
- Power Heated Mirrors

Featuring a standard 3.6L Pentastar V-6 engine rated at 285 hp and 260 pound-feet of torque, Gladiator offers 4x4 max towing of up to 7,700 pounds and payload of up to 1,725 pounds. The truck was ranked No. 1 for new-vehicle quality among midsize trucks in the J.D. Power 2023 U.S. Initial Quality Study (IQS).



Explain how today's products can meet the driver's evolving needs. (Photos courtesy MetalCloak)

"The customer will be happier with the increased handling and performance of their vehicle, and you will see more cash in the register."

Projects should be built around the driver's future plans, says Garvik from FOX.

"Get to know what the customer's expectations are for the vehicle," he advises. "This will allow for unlocked potential. We often say that suspension is the first thing to think about but the last thing to do."

Professionals can explain how today's products meet their evolving needs, says MetalCloak's Becker.

"Inform customers that with a simple twist of the dials they can go from a firm weight-handling overland platform to a comfortable/soft daily-drive commuter rig."

With so much going on, every performance shock sale is a chance to educate consumers, notes Laws from aFe POWER.

"Don't just sell them the product but teach them how aftermarket shocks work and how they can be adjusted or tuned for the ride quality they prefer," he suggests.



Customers appreciate the improved handling that performance shocks provide. (Photos courtesy KYB Americas Corp.)



Performance shocks can be paired with wheels and tires and other upgrades. (Photos courtesy KYB Americas Corp.)

Of course, that means first educating your staff, says Lambert from Penske Racing Shocks.

"When it comes to shocks, there are a lot of great aftermarket options out there. What you must consider is how specific they are to your application. A lot of these aftermarket shocks are one-build-fits-all. They may be better than stock, but we know that one size or feel does not fit all," he explains. "Customers are not all doing the same things with their cars, so why would the same shock work for everyone? When shops start to learn and understand how to tune shocks for certain applications, they themselves can now service, rebuild and tune for their customers."

Eibach's Krumme outlines how an educated sales staff and experienced installers can make all the difference.

"It all comes down to the service adviser and how they approach the situation," he says. "When handled correctly, it can help build trust."

Everything from showcasing the products as part of a showroom display and/or on a shop vehicle to fully explaining the warranty process of each manufacturer can help direct customers to the choice that's right for them.

"Lastly, understand the differences in valving and piston design, and how they relate to ride quality and performance," Krumme concludes. "Know what's going on with the suspension—the feel and ride quality—and speak to that with your customer." ***TS***



Projects should be built around the driver's future plans. (Photos courtesy FOX)

MOVING FORWARD

Recent SEMA research finds positive signs for the specialty automotive aftermarket.

Recent reports from the Specialty Equipment Market Association (SEMA) reveal positive signs for the automotive aftermarket. From overall sales to deeper dives into motorsports and ADAS, studies show that things are moving forward.

As the annual SEMA Show appears on the horizon, the following updates highlight some industry trends and reasons for optimism, regardless of the markets your shop serves.

INDUSTRY SALES ON THE RISE

The automotive specialty equipment industry continues to see growth, strong demand and less volatility this year, according to the new SEMA State of the Industry–Spring 2024 Report, a biannual update focusing on the current business climate, key industry trends and metrics.

The report, provided to SEMA members for free, shows that 48% of manufacturers reported an increase in company sales over the past year—an 8% increase compared to fall 2023. Distributors saw the largest sales shift, with 49% reporting an increase in sales, marking an 18% rise compared to last fall.

Meanwhile, a strong number of retailers (43%) reported that their sales remained steady.

"Businesses across the board have continued to see improved sales growth, although rising costs remain a significant challenge across the industry," says Gavin Knapp, SEMA market research director. "Our research suggests that, despite price increases, companies are optimistic about their future sales and the growth of the specialty equipment market in the next three to five years."



The automotive specialty equipment industry continues to see growth, strong demand and less volatility.

Key findings from the report include:

- ***Sales Rising:*** At least half of manufacturers (57%), distributors (53%) and retailers (50%) expect their company sales to grow over the coming year.
- ***Opportunity Segments:*** The report shows 38% of manufacturers view offroad as having high opportunity, while 36% of retailers see high opportunity in restoration and classic cars.
- ***Help Wanted:*** A total of 84% of manufacturers and 80% of distributors expect to hire over the next year, particularly in sales, labor and engineering.
- ***Prices Leveling Off:*** Many companies have increased their prices due to increased supplier and production costs; however, 43% of manufacturers, 34%

of distributors and 34% of retailers/installers are expecting to hold prices steady over the next year.

- ***Trucks a Segment Leader:*** Light-duty trucks remain the top vehicle segment for the aftermarket, with the highest sales growth among manufacturers and retailers/installers over the past year. Still, companies see opportunity across several different segments.
- ***New Car Prices Dropping:*** The average price for a new car is $47,244—a decrease of 2% from May 2023.

Chapters within the report include industry performance, sales shifts by channel, vehicle segment insights, products and vehicle trends, manufacturer insights, and retailer and installer trends. SEMA business members can download the report for free as a benefit of their membership at sema.org/research. ***TS***



Companies are optimistic about their future sales and the growth of the specialty equipment market.

TRACK-USE PARTS MARKET HITS $8 BILLION



Performance Racing Industry (PRI), part of the Specialty Equipment Market Association (SEMA), released its first-ever market research report, showing that track-use motorsports parts accounted for more than $8 billion in sales in the United States in 2023.

The report includes key industry trends and sales metrics and is available to PRI Business and Individual members for free as a membership benefit.

"As the industry continues to evolve, businesses need to rely on facts to understand where the market currently stands and where it's headed," says Michael Good, PRI president. "This study takes the guesswork out for our members, helping them to identify new opportunities in an easy-to-read and comprehensive download."

The inaugural 2024 State of the Racing Market Report is PRI's first step toward providing industry-specific data and insights that can help members grow their businesses and stay competitive, according to the organization. Produced by PRI Market Research, updated reports will be released annually in the first quarter of the calendar year.

The report finds that "businesses across the racing ecosystem are seeing positive signs that motorsports is getting back to its usual rhythm."

According to the report, 76% of racing businesses view the racing market as either stable or on the rise.

While companies saw strong sales growth following the reopening of tracks and resumption of races post-pandemic due to pent-up demand, the growth slowed slightly in 2023 amid recession and inflation concerns. Still, overall sales were largely positive or remained stable for those selling racing parts, the report shows.

Over the past year, 47% of racing parts resellers saw sales growth and 51% anticipate their sales will grow over the next year. Similarly, 32% of racing parts manufacturers experienced sales growth and 50% expect their sales to grow over the next year, according to PRI.

"The racing segment continues to be a strong piece of the specialty equipment market and a revenue opportunity for many businesses," adds Good.

The most common racing products sold

are engine, intake/fuel/exhaust, and suspension/brakes/ steering/chassis parts. The percentage of racing businesses that sell directly to teams is 59%; however, many also have built partnerships with distributors and other resellers to help expand their audience.

Many racetracks, racing series and racing associations believe that the industry is still recovering from the pandemic, but are more optimistic about the outlook for racing: 68% of tracks expect to run as many, or more, races in 2024 than a typical year.

Meanwhile, the average number of television viewers of the 2024 Indianapolis 500 was 5.34 million, up 8% from 2023, which is a good indicator that racing continues to see strong popularity at high levels, according to officials. Still, 54% of tracks report feeling that there is a ways to go to reach full occupancy in the stands compared to pre-pandemic levels in 2019.

In addition to offering data on how the racing industry buys and sells parts for racing vehicles, the report also includes insights into industry trends, track updates, an overview of racing types and more. See more at performanceracing.com. **TS**



Track-use motorsports parts accounted for more than $8 billion in sales in the United States in 2023.



ADAS PRESENCE EXPANDS

As Advanced Driver-Assistance Systems (ADAS) technology becomes more commonplace in today's vehicles, aftermarket shops need information on how various add-on products affect the functionality of ADAS systems.

The Specialty Equipment Market Association (SEMA) and SEMA Garage recently presented their latest ADAS findings at the 2024 SAE World Congress. Mike Muller and Luis Morales of SEMA joined Jennifer Bastiaan of Kettering University to share results of testing performed by SEMA Garage in Detroit.

"In a rapidly evolving automotive landscape, it's essential for us to stay ahead of the curve and understand the implications of aftermarket modifications on ADAS functionality," says Mike Mohacsi, vice president, SEMA Garage and OEM relations.



SEMA and SEMA Garage officials conducted research on the effects of various aftermarket components on a truck's ADAS features as part of ongoing testing designed to help the entire automotive industry better understand the effects of new vehicle modification. (Photo courtesy SEMA)

As vehicles become more complex and regulations become stricter, the aftermarket faces significant challenges in adapting and remaining compliant. By staying informed and engaging in open communication with regulatory bodies, the association hopes to anticipate potential impacts on the aftermarket well in advance, officials say,

allowing for the development of strategies and solutions to effectively address regulatory changes as they occur.

Moreover, collaboration with original equipment manufacturers (OEMs) helps ensure aftermarket products do not compromise vehicle performance or compliance with regulations. By working closely with OEMs, SEMA can establish best practices and guidelines that help aftermarket manufacturers produce high-quality, compatible products, the organization notes.

In 2023, the National Highway Traffic Safety Administration (NHTSA) initiated a notice of proposed rulemaking (NPRM) for the adoption of a new Federal Motor Vehicle Safety Standard (FMVSS) mandating automatic emergency braking (AEB) systems on light vehicles. The announcement underscores the significance of regulatory changes.

"SEMA recognizes the importance of understanding the implications of these proposed standards and engaging in discussions and research to address potential impacts," the association states. "SEMA would like to develop the ability to collaborate with regulatory agencies and OEMs on future regulations so that the aftermarket industry is being considered as well."

SEMA is committed to working with product manufacturers, carmakers and legislators to collect accurate information and share it with the entire industry. Mike Spagnola, SEMA president, offered an update at the Keystone BIG Show earlier this year.

"It is a relationship," he noted. "We do a lot more work with the OEMs than probably everybody knows. We have measuring sessions at SEMA Garage, ADAS calibrations right now, those sorts of things. There's a lot more work that goes on."

One such collaboration recently focused on addressing the potential impact of aftermarket suspension products on ADAS features. SEMA Garage initiated a project to test a 2022 Chevrolet Silverado 1500 outfitted with various aftermarket modifications to determine the effects on ADAS functionalities such as lane departure warnings, forward collision warnings, blind-spot detection and rear cross-traffic alerts.

"By evaluating common aftermarket pickup truck modifications like larger-diameter tires, leveling kits and lift kits, SEMA aims to provide valuable data to inform both manufacturers and consumers about the compatibility of aftermarket products with ADAS technologies," officials state.

While the results generally did not indicate significant variances in ADAS performance with the introduction of aftermarket components, some differences were observed under specific conditions, including:

- A 6-inch lift kit alerted lane departure warning, both right and left, much earlier compared to the other hardware configurations tested.
- Both 3.5- and 6-inch lift kits showed later forward collision warnings alert distances compared to the other hardware configurations tested, resulting in higher peak deceleration levels in the 6-inch lift kit. Both lift kits came around 16 feet closer to the target vehicle before the alert was issued. In all cases, however, the system functioned properly and a collision with the target vehicle did not occur.
- All aftermarket configurations came closer to the target vehicle in the second braking phase of the traffic jam assist test compared to the baseline hardware configuration.

These and other results were presented at the SAE World and are contained in a whitepaper available at sae.org.

SAE World Congress is a gathering of mobility industry engineers, executives, manufacturers and suppliers who gather to share the latest technology, consumer metrics and regulatory standards covering the entire vehicle, from hardware to software and beyond.

Findings such as the ADAS study are shared in the spirit of collaborative problem-solving.

"Our research aims to provide valuable insights that will empower manufacturers, installers and drivers to make informed decisions while ensuring optimal safety and performance," says Mohacsi.

These articles originally appeared online at theshopmag.com. Visit today and sign up for the free daily e-newsletter. **TS**

SEMA ADAS STUDY FINDINGS

- By 2028, the global market for Advanced Driver Assistance Systems (ADAS) is projected to reach approximately $59 billion, an increase of more than $31 billion in eight years.
- Manufacturers and aftermarket equipment installers must ensure ADAS technologies function properly after equipment installation.
- SEMA's research addresses the dearth of information on the impact of aftermarket modifications on original equipment ADAS, providing a crucial starting point for future studies.



Findings from the study were presented at the SAE World Congress in Detroit, a gathering of mobility professionals looking to share insights in the spirit of collaborative problem-solving. (Photo courtesy SEMA)



As vehicles become more complex and regulations become stricter, the aftermarket faces significant challenges in adapting and remaining compliant.



Toyota Leveling Kit

Tuff Country, West Jordan, Utah, a **DPI Off-Road Brand**, presents a Leveling Kit for 2024 Toyota Tacoma and Land Cruiser models, The extremely durable, simple-to-install leveling kit raises the vehicle 1.5 inches in the front, allowing for the use of larger tires while maintaining factory ride quality.



Classic Car Headlights

Delta Tech Industries, Chino, California, presents Switchback Halo Headlights designed specifically 5-3/4- and 7-inch applications on classic cars. Made in the USA, the photometrics of Delta headlights are accredited to the highest quality of prismatic glass lenses sealed to vacuum-metalized metal reflectors to produce a well-controlled light beam for safe driving in style. The Switchback Halos act as DRLs (white halos) that can switch to blinkers (amber halos) once the turn signal is activated. The blinkers go back to white halos when the signal is off.

Advanced Thermal Acoustic Coating



Design Engineering Inc. (DEI), Avon Lake, Ohio, introduces ATAC – Advanced Thermal Acoustic Coating, designed to alleviate the discomfort of excessive heat and annoying noise inside of vehicles. The 2-in-1 sound and heat barrier can be sprayed, rolled or brushed on automobile interiors. Featuring unique Hi-Tech ceramic micro-sphere technology that dampens noise and vibration while reflecting heat up to 375 degrees, the water-based coating cleans up easily and covers approximately 75 square feet.



Truck & SUV Winch

Warn Industries, Clackamas, Oregon, introduces the all-new ZEON XD Winch for trucks and SUVs. Designed, engineered, tested and assembled in the USA, the ZEON XD 10-S and ZEON XD 12-S models feature new, high-performance, high-efficiency electric motors and gear trains, with no-load line speeds of up to 40 feet per minute. OEM-grade bus bars provide efficient electrical connections, allowing the winches to pull harder and faster for longer in the harshest conditions. ZEON XD is available in 10,000- and 12,000-pound capacities.



Modular Coil Spring Buffers

RubberShox, Garden Grove, California, presents the newly patented UCSB Series Modular Coil Spring Buffers. The front and rear coil spring buffers are shock-absorbent, providing a tighter, more resilient suspension. They absorb and dissipate the shock from rough roads for greater driving stability while extending the life of coil springs and the suspension system. The modular design allows for easy customization to fit most coil spring types without the need for gap measurement, making installation easy.

Outback Slider



aFe POWER, Corona, California, presents the Terra Guard Off-Road Slider for 2020-24 Subaru Outback models. Crafted from heavy-gauge steel, the rugged upgrade installs easily, replacing the factory's lower plastic cladding to protect the body when navigating rocky terrain. The bottom wraps around the body's pinch seam for added strength, while maintaining no loss of ground clearance, and the entire pinch seam rail can be used as a jacking point. Made in the USA, the slider also offers a safe and secure platform for rooftop storage and gear access.



Ram Lift Kits

BDS Suspension, Coldwater, Michigan, presents its 3- to 6-inch Ram HD Lift Kits with **FOX** 2.5 Performance Elite Shocks. Available for 2019-24 Ram 2500 and 2019-24 Ram 3500 models, the kits are offered in 2-, 3-, 4- and 6-inch lift options. They utilize progressive-rate coil springs at all four corners and feature heavy-duty radius arms for strength and caster correction, steering and track bar correction, driveline correction, bump stop and sway bar extensions and more, allowing clearance for 35- to 37-inch tires.

Impala Interior Products

TMI Products, Corona, California, introduces its first complete Interior Products line for 1959 Chevy Impala models. The complete interior includes Molded Door Panels and Quarter Panels offered in two patterns—Sport and Sport-DD (Double Diamond); TMI's Impala Sport Molded Headliners; Sun Visors; Sport Package Tray; Premium Carpet Kits that are designed as six individual pieces; CNC-cut Floor Mats; and Sport Trunk Kit. Universal Pro-Series or Pro-Classic front bucket seats with brackets complete the interior.



Snowplows

Meyer Products, Cleveland, presents its officially licensed Jeep Plows, equipped with an easy-to-use mounting system that lets users connect and detach the plow from Jeep vehicles in a few simple steps. Models include the HomePlow that quickly attaches to any Class 3 2-inch front mount receiver hitch with Jeep's patented Quick-Link mounting system; Wingman that is made of lightweight miliary-grade steel and includes a commercial-grade hydraulic system; and the commercial-grade Drive Pro featuring a snow deflector and Nite Saber III lights.





F-150 Suspension Upgrade

Timbren Industries, Whitby, Ontario, presents its new Timbren SES upgrade that fits the front suspension of 2021-24 Ford F-150 pickups. The new, no-maintenance kit mounts to the frame using supplied fasteners to prevent sag, reduce sway and enhance ride quality under load without compromising the unloaded ride quality.

Grenadier Accessories

Leitner Designs, Mission Viejo, California, presents an all-new collection of Off-Road Accessories for INEOS Grenadier models. The first-ever collection includes a platform rack, rooftop crossbars, front bumper auxiliary light bracket, chase light bracket, auxiliary air compressor bracket kit, dual cargo area shelves and a spare tire relocation bracket. All accessories are designed for easy installation.





Van Pop-Top & Gear Mounting Platform

Super Pacific, Portland, Oregon, introduces its Cloud Cap rugged, low-profile pop-top tent and modular gear mounting platform for adventure van builds. The Cloud Cap leverages the design ethos of the company's proven X1 Camper, a super-durable four-season canopy camper that uses aerospace materials and processes. Built and tested for the extreme conditions of the Pacific Northwest, the Cloud Cap includes a pass-through portal and internal operation, merging the van's interior with a spacious rooftop loft offering elevated, 270-degree views. ***TS***

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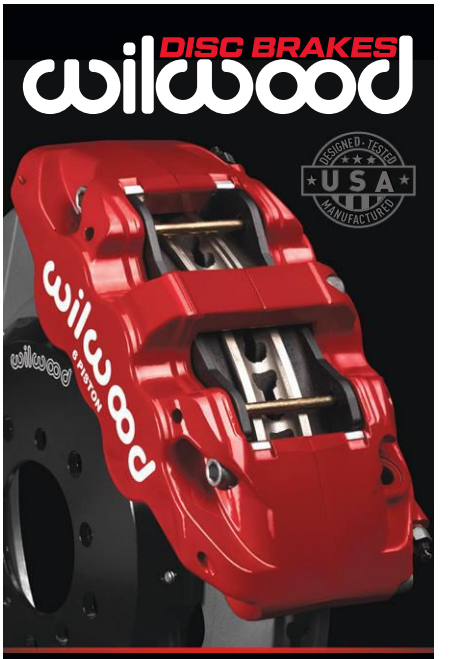


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"The whole BMW Art Car project is about invention, about imagination, about pushing limits of what can be possible." (Photo courtesy BMW)

Latest BMW Art Car Rolls Out in Paris

Presented earlier this spring in Paris, the 20th BMW Art Car designed by renowned New York-based contemporary artist Julie Mehretu transforms a BMW M Hybrid V-8 race car into a performative work of art, continuing a longstanding tradition of BMW Art Cars and competitive racing.

Just a few weeks after its world premiere in the French capital, the newest edition in the storied BMW Art Car collection was set to compete in the 24 Hours of Le Mans.

"The whole BMW Art Car project is about invention, about imagination, about pushing limits of what can be possible. I don't think of this car as something you would exhibit. I am thinking of it as something that will race in Le Mans. It's a performative painting. My BMW Art Car was created in close collaboration with motorsport and engineering teams," says Mehretu. "The BMW Art Car is only completed once the race is over."

The collaboration includes a joint commitment to a series of PanAfrican Translocal Media Workshops for filmmakers, which will tour various African cities in 2025-26, culminating in a major exhibition at the Zeitz Museum of Contemporary Art Africa in Cape Town, according to officials.

"The BMW Art Cars are an essential part of our global cultural commitment. For almost 50 years, we have been cooperating with artists who are just as fascinated by mobility and design as they are by technology and motorsports," says Oliver Zipse, chairman of the board of management of BMW AG. "Julie Mehretu's vision for a racing car is an extraordinarily strong contribution to our BMW Art Cars series (and she) has created more than an amazing Art Car. Her ideas provided the impetus for us to expand the cultural commitment of our Art Cars to promote the creativity of young artists in Africa."



Julie Mehretu transformed a BMW M Hybrid V-8 race car into a performative work of art as the 20th BMW Art Car. (Photo courtesy BMW)

Mehretu used the color and form vocabulary of her painting "Everywhen" as a starting point for her design—an abstract visual form resulting from digitally altered photographs, which are superimposed in several layers of dot grids, neon-colored veils and black.

"In the studio where I had the model of the BMW M Hybrid V-8, I was just sitting in front of the painting and I thought, 'What would happen if this car seemed to go through that painting and becomes affected by it?' The idea was to make a remix, a mash-up of the painting. I kept seeing that painting kind of dripping into the car. Even the kidneys of the car inhaled the painting," Mehretu says.

The canvas for the 20th BMW Art Car is the BMW M Hybrid V-8. The new racer features a hybrid electric drivetrain system with approximately 640 hp, powered by a 4.0L V-8 engine supported by an electric motor.

The PanAfrican Translocal Media Workshops focus on the creative potential across the African continent, where the BMW Group has a history of making contributions to social responsibility with educational projects for over 50 years, officials state.

Renowned artists from all over the world have participated in the BMW Art Car program since 1975. The initiative came from the French racing driver and art lover Hervé Poulain, who, together with the then BMW Head of Motorsport Jochen Neerpasch, asked his artist friend Alexander Calder to paint a car.

The result was a BMW 3.0 CSL, which competed in the 24 Hours of Le Mans in 1975 and became a crowd favorite.

In the years that followed, renowned artists such as Frank Stella, Roy Lichtenstein, Andy Warhol, Robert Rauschenberg, Esther Mahlangu, David Hockney, Jenny Holzer, Ólafur Elíasson and Jeff Koons added to the collection.

Most recently, the Chinese multimedia artist Cao Fei and American conceptual artist John Baldessari each presented a BMW Art Car based on the BMW M6 GT3 and GTLM respectively in 2016 and 2017. ***TS***



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