SEPTEMBER 2024

THE SHOP

For performance, restyling & customization professionals

SHOP HEATING

EV ROUNDUP

ABOVE & BEYOND

The audience for rooftop tents is wide & growing

THESHOPMAG.COM



ROAD RACING


YANK IT OUT,
HOSE IT DOWN,
CARRY ON.
WEATHERBEATER™ FLOOR LINERS
• Our proprietary FormFit™ design process gives a glove-like fit.
• Our patented FormFit Edge™ creates a raised barrier along the door jamb.
• Weatherbeater™ Floor Liners are easy to remove and easy to clean up.
HUSKY LIFETIME GUARANTEE
BORN IN THE USA
MADE IN THE USA
HUSKY LINERS
huskyliners.com

meyer® DISTRIBUTING

CUSTOM SEAT COVERS

PROTECT YOUR SEATS FROM WORK, PLAY & DAILY ABUSE!







Meyer Distributing is a complete automotive and RV/towing wholesale distributor. With 107 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 12 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.

Win A TRIP FOR 2 Costa Mujeres TRS CORAL HOTEL

COVERCRAFT PROTECTIVE COVERS AUTOMOTIVE · MARINE · RV · HOME

MEYERDISTRIBUTING.COM | 800.639.3787

CONTENTS

THESHOP // September 2024 // Volume 27 Number 4

FEATURES


PAGE 44

BUSINESS

4
BUY, LEASE OR RENEW?
Find the strategy that's right for your situation.
By Mark E. Battersby

RESTYLING

12
ABOVE & BEYOND
The audience for rooftop tents is wide & growing.
By Jef White

20
THE POWER OF OVERLANDING
Nevada's Zero Declination is plugged into the off-road scene.
Andy Lilienthal

24
RESTYLING PRODUCTS
Parts to accessorize any ride.

26
SEEING IS BELIEVING
Recent high-end wraps projects show that skills & creativity are limitless.

30
CREATING A SOFTWARE SOLUTION
In-house system development focused on greater workflow efficiency.
Josh Poulson

TOOLS & EQUIPMENT

32
SHOPS TOOLS & EQUIPMENT
Items for a fully stocked work bay.

PERFORMANCE

34
ROAD RACING
Performance enthusiasts are using autocross & other outlets to push vehicles to the limit.
By John Carollo

40
THE RETURN OF HARRELL'S ENGINE PARTS
Legendary speed shop gets a reboot, thanks to the work & investment of the founders' great-grandnephew.
By Tony Thacker

44
EV ROUNDUP
Recent happenings in the ever-changing world of electric vehicles.


PAGE 34

48
WARM FEELINGS
Creating better heating efficiencies for specialty auto shops.
By Jamie Tuinstra

50
PERFORMANCE PRODUCTS
Stock your shelves with these go-fast components.

DEPARTMENTS

DRIVER'S SEAT 4
AFTERMARKET ALLEY 52
AD INDEX 55
ONE MORE THING 56



ON THE COVER
Offering space savings, functionality and comfort, rooftop tent systems deliver a safe, innovative way to enjoy the great outdoors.
See article on page 12.
(Main photo courtesy Tuff Stuff Overland; inset photo courtesy Historic Sportscar Racing)

TRI-STATE ENTERPRISES, INC.

COMMERCIAL / FLEET PRODUCTS

ACIW



HEADACHE RACK ACCESSORIES

Protect your truck's rear window with a heavy duty louvered rack from ACIW - a Texas based company. Perfect for fleet or commercial use. These types of product's and more are available through Tri-State Enterprises.

SCAN ME

WWW.ETRISTATE.COM | (469)208-7208 | @etristateinc | @tri.state.enterprises | HQ: 5412 S 24th St. Ft Smith, AR 72901

At Tri-State, our team of knowledgeable and courteous salespeople brings years of training and experience in both truck accessories and hard parts. Our mission is to provide the products our customers need quickly and efficiently. We proudly offer one of the largest selections of OEM and aftermarket parts in the South-Central Region, stocking more than 100,000 SKUs from over 480 trusted Vendor Partners.





Jef White
Editor
www.theshopmag.com

Industry Sales Grow to $52.3 Billion

Automotive specialty equipment market sales grew to $52.3 billion in 2023, an increase of about 1% over 2022, according to the newly released 2024 SEMA Market Report.

More than 90% of specialty equipment businesses surveyed say they expect their 2024 sales to equal or exceed 2023.

"The economy continues to offer some uncertainty as we have emerged from the effects of COVID-19 and grapple with politics, global conflicts and international trade policies," says Gavin Knapp, director, SEMA Market Research. "Yet, consumers keep on spending, and that will always be good for our industry. Unless a big economic shock hits, we can expect to continue with a reasonable growth rate moving forward."

Findings show the light truck sector continues to drive the specialty equipment industry, with pickups (32%), CUVs (15%) and SUVs (12%) accounting for more than half of all accessory and performance parts sales.

"Light trucks are a diverse and growing group of vehicles that have overtaken cars to represent the majority of vehicles on the road in the United States," Knapp notes. "They present a significant opportunity for the specialty equipment industry due to their versatile platforms for accessorization, and this trend only seems to be growing as more companies recognize the potential in this space."

Even with current economic uncertainty, sales across all sectors of the market continue to climb. Notably, sales of appearance and accessory products ($27.41 billion), engine and performance products ($12.56 billion), and wheels, tires and handling ($12.38 billion) all increased over 2023.

Additional findings from the report include:

- Most accessorizers are modifying their daily drivers, as 58% of accessorized vehicles are used for commuting.
- Young people continue to drive the market, with half of accessorizers under the age of 40. Younger accessorizers are also likely to do more extensive builds, such as suspension and engine performance mods.
- More than half of accessorizers (58%) also own a powersports product such as a trailer, UTV or motorcycle, which can offer opportunities for cross-selling and promotions.
- New vehicle sales are likely to top 16 million in 2024.
- The United States vehicle fleet comprises nearly 290 million passenger cars on the road. More cars on the road means more opportunities for drivers to personalize.

Drivers are also accessorizing their alternative power vehicles, including EVs and hybrids, which brought in $2.5 billion in sales in 2023. SEMA has lowered its forecast for EV sales, with the expectation that internal combustion engine (ICE) vehicles will make up the majority of sales over the next decade.

SEMA business members can download the new 2024 SEMA Market Report for free at sema.org/research. ***TS***

THE SHOP

EDITORIAL

EDITOR: Jef White
jwhite@cahabamedia.com

MANAGING EDITOR: Pat Curtin
pcurtin@cahabamedia.com

EXECUTIVE EDITOR: Jennifer King
jdking@cahabamedia.com

CONTRIBUTING WRITERS: Mark E. Battersby, John Carollo, Andy Lilienthal, Josh Poulson, Tony Thacker, Jamie Tuinstra

CREATIVE SERVICES

ART DIRECTOR: Elizabeth Chick

DIGITAL PROJECT MANAGER: Greg Ragsdale

WEB DEVELOPER: Greg Caudle

CIRCULATION

SUBSCRIPTION CHANGES & INQUIRIES:
theshopmag@omeda.com

ADVERTISING

SENIOR ACCOUNT EXECUTIVE WEST COAST
Krystal Franklin
kfranklin@cahabamedia.com

SENIOR ACCOUNT EXECUTIVE EAST COAST
Fletcher Allen
fallen@cahabamedia.com

SALES DEVELOPMENT REPRESENTATIVE
Kaylor Hagerla
khagerla@cahabamedia.com

CLIENT SERVICES COORDINATOR:
Holly Strickland
hstrickland@cahabamedia.com

CAHABA MEDIA GROUP

PUBLISHER: Matthew G. Conroy

VP OF SALES: Greg Meineke

VP OF FINANCE: Brandon Whittemore

DIRECTOR OF CONTENT: Elizabeth Manning

DIRECTOR OF EVENTS: Bill Mattes

DIRECTOR OF OPERATIONS: Laurie Tisdale

DIRECTOR OF SALES: Stacy Marshall

P.O. Box 530067
Birmingham, AL 35253

PRINTED WITH SOY INK · BPA WORLDWIDE · CERTIFIED AUDIENCE · TORA TRUCK & OFF-ROAD ALLIANCE · CAN MEMBER · PRO PROFESSIONAL RESTYLING ORGANIZATION

THE SHOP (ISSN 2380-7415) is published monthly by Cahaba Media Group, P.O. Box 530067, Birmingham, AL 35253. Periodicals postage paid at Birmingham, AL and additional mailing offices. Free to qualified recipients within the United States and U.S. Possessions. Publisher reserves the right to determine qualifications. Annual Subscription Prices: U.S. – one year, $45; two years, $80; three years, $108. Canada – one year, $76; two years, $142, three years, $201 (U.S. Funds); All other countries – one year $98, two years $186, three years, $267 (U.S. funds). Customer Service, call 800-256-2785. POSTMASTER: Please send address changes to THE SHOP, PO Box 271, Lincolnshire, IL 60069-9835. All items submitted to THE SHOP become the sole property of THE SHOP and Cahaba Media Group and cannot be reproduced without the written consent of the publisher. Advertisers and/or their agencies, jointly and severally, assume all liabilities for printed advertisements in THE SHOP. Opinions expressed in THE SHOP may not necessarily reflect the opinion of the magazine, its management or its advertisers. Letters, photographs and manuscripts welcome. VOLUME 27 ISSUE 4

akebono

BRAKE EXPERTS



AKEBONO PROACT ULTRA-PREMIUM BRAKE PADS

PROACT ultra-premium ceramic brake pads for domestic and Asian vehicles virtually eliminate brake dust while providing quiet, consistent stopping power, even for panic stops.

AKEBONO EURO ULTRA-PREMIUM BRAKE PADS

EURO ultra-premium ceramic brake pads combine optimal vehicle control and braking performance with extended pad and rotor life.



AKEBONO PERFORMANCE ULTRA-PREMIUM BRAKE PADS

Akebono Performance ultra-premium ceramic brake pads are tailored to the spirited street drivers of performance vehicles. They offer ideal stopping power and low dust generation.



Motor State carries the complete line of Akebono products!

Motor State DISTRIBUTING

60 Years EST. 1964

motorstate.com

800.772.2678

BUY, LEASE OR RENEW?

Find the strategy that's right for your situation.

By Mark E. Battersby

Whether for the property housing a specialty automotive aftermarket operation or other business assets, lease and rental payments are one of a business's largest recurring expenses. Which leads to the question of whether it is better to buy or lease your shop space. Or, in the case of an existing lease, whether to renegotiate.

One of the most important factors in determining whether to purchase or lease commercial space is the amount of time the performance, restyling or customization operation expects to spend in that location. After all, when space is leased, the operation typically pays a higher cost in order to be able to walk away at the end of the lease term.

Meanwhile, if the plan is to stay in the same spot for at least seven years or more, research shows it makes more financial sense to buy your property.

TO BUY OR NOT TO BUY?

While purchasing a building will require more money up front, including the cost of everything from a mortgage down payment to real estate attorney fees, weighing the investment potential of the building is essential.



While purchasing a building will require more money up front, weighing the investment potential is essential. Photo credit: Kenishirotie - stock.adobe.com

Is it more prudent to put the operation's funds into purchasing the building or invest that money into the shop?

Until recently, all commercial real estate usually maintained its value over time if it was maintained properly. However, should the location not pan out, moving is an option with a lease. With a purchase, however, selling the property at a favorable price may be difficult.

Still, typically—even in today's economy—it makes more sense to buy, especially for a long-term business with sufficient funds for a down payment and six months of mortgage payments. Buying might also be an attractive option for an automotive aftermarket business that:

- Plans to rent out part of the space to generate a secondary income stream
- Plans to build equity in the property
- Plans to reorganize the space as needed

Unfortunately, many shop owners aren't ready to become property owners. Purchasing commercial property is a big investment requiring significant capital, and some organizations may have difficulty finding or qualifying for financing.

In these and other cases, leasing might be a better option.

LEASING

Leasing doesn't require a sizable down payment or a search for financing. Of course, as with buying, location is important.

Equally important is the lease itself, or more accurately, the options offered with a lease, such as:

- Renewal options that spell out whether the tenant has the option to renew a

ENERGY SUSPENSION®

PERFORMANCE POLYURETHANE

Polyurethane Bushings Improve Your Suspension

The long life of Polyurethane bushings and resistance to common road contaminants that would destroy rubber, are what make them the first choice when replacing your bushings.



Hyperflex Parts

They make a perfect connections between the different parts of your suspension. This results in perfect suspension alignment and drastically better handling.

- Motor Mounts and Inserts
- Transmission Mounts
- Control Arm Bushings
- Leaf Spring Bushings & Pads
- Sway Bar Bushings
- Body Mount Bushings
- Shock & Strut Rod Bushings
- Shock & Steering Stabilizer Boots
- Hyperglide Creeper Wheels
- Coil Spring Isolators
- Trailing Arm Bushings
- Bump Stops
- C-Bushings, Radius, Track Arm Bushings
- Shifter Stabilizer Bushings
- Ball Joint and Tie Rod Boots

CALL NPW TODAY AND PLACE YOUR ORDER!



- Large Inventories for immediate availability
- Over 60 locations across the US & Canada
- Fast, free delivery*

*Exclusions apply.

SCAN FOR LOCATIONS

Contact Your Local Store or Sales Representative.

For Easy Account Set-up Call **800-330-3021.**

www.npwcompanies.com
www.epwi.net

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

1079 07/24



Rental properties located in areas with high vacancy rates offer excellent opportunities to renegotiate and reduce payments. Photo credit: stock.adobe.com

lease when it expires and usually spells out the amount to be paid. The renewal option gives the shop protection from unreasonable rent increases when the lease ends.

- Purchase options that spell out any right or obligation to purchase the leased facility at the end of the lease term, along with a fixed price or range and other terms.
- Destruction or condemnation provisions that specify whether the landlord is required to rebuild if the property is destroyed, whether rent will be abated and whether the lease can be terminated if the facility is totally or partially destroyed. This option also spells out the rights of both the landlord and tenant in the event the facility is taken by eminent domain.

PRIOR TO RENEWAL NEGOTIATIONS

Both sellers and landlords are aware that a reliable buyer or a tenant who consistently makes payments on time is desirable—and in the best position to negotiate or, in the case of an existing lease, renegotiate.

Obviously, no seller or landlord will agree to reducing a financially strong buyer or tenant's purchase price or rental payments—unless, of course, the restructured agreement will create an economic advantage for the seller or landlord.

For shop owners, rental properties located in areas with high vacancy rates offer excellent opportunities to renegotiate and reduce payments. When it comes to renegotiating an existing lease, there are three situations where it might make sense to approach your landlord and/or lessor:



Lease renewal negotiations should begin as early as possible, with consideration given to what will happen should those negotiations fail. Photo credit: Vitalii Vodolazskyi - stock.adobe.com

- The specialty automotive aftermarket operation is struggling
- The local economy is suffering from a downturn
- The operation's lease is expiring within a year or two

Since every landlord and lessor is fully aware that it takes time for any business to shift to a new space, lining up a replacement should be the first move in any renegotiation plan. Taking the time to research before approaching the landlord or lessor can save money in the long run.

Among the factors to consider before negotiating:

- *Are there any lease options?* If yes, what is the length of the option lease or rental agreement, and does it meet your requirements? Lease options are usually for the benefit of the tenant or lessee, so exercising an option instead of renegotiating a new lease or rental agreement could be more beneficial.
- *Is the current rent or lease amount fair?* Researching payments for similar properties or equipment along with noting incentives offered to others should be routinely undertaken. Competitive rates, terms and incentives offered as alternatives play a crucial role in any renegotiation.
- *Are the current needs of the shop or business the same as when the lease or rental agreement was entered into?* Relocating to a smaller space or more convenient location, or upgrading essential equipment are all options to consider.

DISC BRAKES

wilwood

AERO6-DM DIRECT-MOUNT

Brake kits for Jeep, Ford, Chevy/GMC, Ram and Toyota Trucks and SUVs

- Directly mounts to factory spindles and hubs without the need for additional brackets
- Forged aluminum six piston calipers
- Full brake kits with stainless Flexlines
- Ceramic-based "Q" dual-sport pads for everyday street and performance driving

FITS 17" MOST AND LARGER WHEELS

26 COLOR OPTIONS AVAILABLE
*Additional charges may apply.



2022 Jeep Gladiator | Paul Gummeson

LEARN MORE

wilwood.com
805.388.1188

DESIGNED · TESTED
USA
MANUFACTURED

DISC BRAKES
wilwood
POWER. CONTROL. PRECISION.



Purchasing commercial property is a big investment requiring significant capital. Photo credit: NINENII - stock.adobe.com

Renewal negotiations should begin as early as possible, with consideration given to what will happen should those negotiations fail.

Is there a backup plan if things don't work out? Prolonged renegotiations and possible expiration of existing leases or rental agreements make it essential to begin renegotiations early.

RENEGOTIATING TACTICS

Research and multiple alternatives obviously play an important role in both negotiation and the renegotiation process. So, too, do tactics such as the following:

- Creating competition. Even if an automotive aftermarket business owner or manager doesn't want to relocate or switch leased equipment, it pays to shop around and collect legitimate competitive offers that can be used as leverage in the renegotiation process.
- Have the lessor or landlord give the first offer. Whether a first lease or a renewal, always resist making the first offer.
- Always ask for more than needed. Whether negotiating or renegotiating free rent, tenant allowances or other terms, always ask for more than is actually needed. If three months of free rent are needed, ask for five. If two fixtures are required, ask for four. By asking for more than the operation expects to receive, it has positioned itself to strategically give and take depending on the importance of certain provisions to the business.
- Don't forget to negotiate non-rent or non-lease issues. For tenants these include parking, signage, carpet, paint and deposit or personal guarantees that may have previously been agreed to. For equipment rentals, are on-site repairs or maintenance required? Are repairs or replacements included? As a current tenant or lessor, many of these issues will cost a landlord/lessor less to provide than finding a new tenant or lessee.

EXTENSIONS = SMALLER PAYMENTS

In today's economy, no landlord or lessor will readily agree to reducing a financially strong specialty automotive aftermarket business's lease payments unless, of course, the restructured agreement provides the other party an economic advantage as well.

Fortunately, there are situations when such economic benefits are possible, which can turn into a win-win for all parties concerned.

If a shop is financially sound, it would be unrealistic for any landlord/lessor to reduce contract terms simply because market conditions have deteriorated. There is, however, the so-called "trading dollar exception" where the landlord—with the permission of its lenders—agrees to a payment reduction.

This allows a creditworthy tenant savings on its payment obligation for the duration of the current lease term by reducing the amount of space leased or simply reducing the payment amount.

These agreements usually require a tenant/lessor to agree to extending the lease for a five- to 10-year period at a rate equal to a projected market rate. Obviously, this practice will only result in short-term savings while requiring larger expenditures in the long run.

BUYING OR LEASING

Market conditions can change rapidly, and a well-informed shop owner or manager should continually strive to ensure they're getting the best deal possible. That means weighing the various options available such as:

- Does the operation have the funds—or access to the financing—that would be needed to purchase?
- Does leasing make sense—or leasing with an option to purchase that would postpone the available funding question?
- If already leasing property that meets the needs of the business, would renegotiating the existing lease ease the financial burden or provide additional benefits?

Also, keep in mind that new accounting rules require all leases to be included on a shop's financial statements as a liability that impacts the operation's credit picture.

If stuck or overwhelmed, a real estate broker can help search for an affordable property that meets the needs of the business, while a commercial lease consultant can ensure the landlord is aware of all the options available to the specialty automotive aftermarket business. ***TS***

MARK E. BATTERSBY *writes on financial and tax-related topics. Learn more online at thetaxscribe.com.*

Keystone BIG SHOW

Please Join Us March 21-22, 2025

Gaylord Texan Resort and Convention Center, Grapevine, TX



Depend on Keystone for:

More Than 50 Years of Reliable & Consistent Service

- Next day delivery
- 8 Warehouses 37 cross docks
- Customer support
- OE warranty support
- Customizable marketing services

Keystone Automotive Operations, Inc.

KeystoneAutomotive.com

Become a Dealer

Better • Stronger • Faster • Reliable • Dependable • Next Day Delivery

Restyling
AFTERMARKET ACCESSORIES

Zero Declination p. 20 | Restyling Products p. 24 | Wraps p. 26 | Software Solutions p. 30



By Jef White

ABOVE & BEYOND

The audience for rooftop tents is wide & growing.

Having been around for a while but bursting onto the scene in large numbers just a few years ago, rooftop tents appear to have real staying power. Offering space savings, functionality and comfort, the systems deliver a safe, innovative way to enjoy the great outdoors.

Manufacturers have watched the industry grow beyond the traditional off-road and overland crowds to encompass a wide variety of adventurers and vehicles. One thing they all have in common, however, is an appreciation for professional recommendations and tips to make their travels safer and more enjoyable.

If it's time for your shop to begin selling and installing rooftop tents, suppliers are ready with observations on recent trends, suggested sales techniques and introductions of the latest product innovations to take your customers above and beyond.

WIDE BASE

There's consensus throughout the industry that the RTT segment is strong and getting stronger.

"Over the past decade, the rooftop tent market has experienced significant growth and evolution, driven by increased interest in outdoor adventures and overlanding. Technological advancements have led to the development of more durable, lightweight and easy-to-install tents, enhancing user convenience and comfort," says Nupesh Patel, new products manager for Overland Vehicle Systems. "Manufacturers have introduced innovative features such as improved ventilation, weather resistance and integrated accessories like solar panels and heating systems. The market has also seen a rise in the variety of designs, catering to diverse needs from solo travelers to families, reflecting a broader demographic of outdoor enthusiasts."

Seeing is believing when it comes to the features and benefits of rooftop tents. (Photo courtesy Tuff Stuff Overland)

The functionality and comfort the systems provide help them appeal to a broad range of outdoor enthusiasts.

"The rooftop tent market is maturing and gaining acceptance among general campers," says Erik Flink, director of marketing, eComm and product for iKamper. "RTTs are not just for overlanding."



The off-road and overlanding industries continue to grow. (Photo courtesy Tuff Stuff Overland)

Manufacturers continue to see the profile of RTTs increase throughout the industry.

"We celebrated our 10-year anniversary in 2023 and the biggest change has been the market growth," says Charlie Mora, sales manager for Tuff Stuff Overland. "The overlanding industry and community continue to grow year over year, and the number of new overlanders we speak to every day entering the market is simply amazing."

Major market advancements include improved designs and enhanced comfort, says Stuart Christie, brand specialist for Napier Outdoors.

"Manufacturers have introduced more user-friendly designs, with faster setup and takedown times, lighter materials and better durability," he says. "Innovations in mattress quality, ventilation and weatherproofing have made RTTs more comfortable and versatile for different climates."

As the market gains acceptance, special features and innovative designs become important distinguishing factors, says John Gish, general manager for Ursa Minor Vehicles.

"The first tents I ran across were from Hannibal back in 1998, when the U.S. distributor lived down the street from me. They were a tough sell, and even the Autohome was pretty rare, but it was a softshell versus hardshell decision," he recalls. "Now that the market is mature, the bulk of the product is imported, making it a commodity. The core features of availability, price and appearance are key points as always, but a unique, cool feature can make the deal—an LED here, some extra windows there, etc."

Morgan Newlon, director of sales for Roofnest, has also witnessed the arrival of more manufacturers offering different levels of quality.

"There are a lot more RTT brands that have come to market. Some of these are 'good' competitors and some are cheap white-label factory brands," he says. "This has pushed more established brands like Roofnest to build better, more differentiated products, and it has brought pricing down a bit."

Patrick Bennett, senior product designer for Quadratec, lists recent trends in popular features, including "a dramatic reduction in weight, a changeover from soft-sided bulky tents to compact, lighter and more aerodynamic hardshell shapes, and increased speed of setup and knockdown."

OUTDOOR TIPS

When choosing the best setup for each customer, it's important to remember that these are not one-size-fits-all products.





Technological advancements have led to the development of more durable, lightweight and easy-to-install tents. (Photos courtesy Overland Vehicle Systems)

"Not every car and rack system can handle some of the heavier RTTs on the market," notes Flink.

Christie encourages shops to check "compatibility with your car's roof rack system" for each project.

Patel also warns against taking a universal application approach.

"Many customers assume that any rooftop tent can be easily installed on their vehicle without considering factors like roof rack compatibility, weight capacity and vehicle-specific mounting requirements," he explains. "This misunderstanding can lead to installation challenges and potential safety issues, emphasizing the need for professional guidance and proper selection based on the specific vehicle model and intended use."

There are, of course, differences in the types of tents available, with certain options appealing to certain campers.

"The most common misconception is that hardshell rooftop tents are better than softcover rooftop tents," Mora observes. "Hardshells have the advantage of faster setup time, but softcover tents are lighter and offer larger sleeping areas compared to hardshell tents of the same size. Softcovers also have more internal support, which is a benefit in high winds or heavy snowfall."

Gish notes that not all buyers are experienced backcountry campers.



Shops can offer comprehensive installation services and personalized consultations. (Photo courtesy Overland Vehicle Systems)

ROOFTOP TENTS

HOT PRODUCT:
Skycamp DLX
FEATURES & BENEFITS:
Premium comfort; 4-inch self-inflating mattress; cork flooring; integrated interior and exterior LED lighting; HC Steps padded ladder insert that converts a ladder into a staircase for improved safety and comfort also available.

iKamper
Erik Flink
Director of Marketing, eComm & Product

HOT PRODUCT:
B30 Bronco Camper Hardtop
FEATURES & BENEFITS:
Incorporates all our Jeep experience into a top specifically designed for the Ford Bronco; lightweight; standing room; easy installation; factory look.

Ursa Minor Vehicles
John Gish
General Manager

HOT PRODUCT:
Napier Outdoors Model No. 20560
FEATURES & BENEFITS:
Durable, weather-resistant tent featuring ripstop polyester canvas and mesh panels for optimal ventilation; includes wall-to-wall foam mattress with washable cover; 6.9-foot aluminum ladder provides safe, easy access; heavy-duty travel cover included.

Napier Outdoors
Stuart Christie
Brand Specialist

HOT PRODUCTS:
XD Series
FEATURES & BENEFITS:
Includes Sherpa, Lhotse and Everest models; feature an aircraft-grade aluminum shell and a cantilever design for easy setup; made from durable 320G ripstop material; blackout interior; high-density foam mattress; aluminum honeycomb base.

Overland Vehicle Systems
Nupesh Patel
New Products Manager

HOT PRODUCT:
Alpha Hardshell
FEATURES & BENEFITS:
Our No. 1-selling rooftop tent for the past four years; has an ABS hardshell that sleeps three to four people on a comfortable 2.75-inch-thick mattress; fully assembled out of the box; installs in less than 30 minutes; easy setup; interior/exterior LED lighting.

Tuff Stuff Overland
Charlie Mora
Sales Manager

HOT PRODUCT:
Lost Canyon Base Camp Bed Rack System
FEATURES & BENEFITS:
Available in full and half-cab height designs; allows use of tonneau covers while rack is installed; requires no additional bracketry or modification to work with approved bed covers.

Quadratec
Patrick Bennett
Senior Product Designer

HOT PRODUCT:
Falcon 3 EVO
FEATURES & BENEFITS:
PC/ABS LINE-X-coated upper shell; new, super-burly shell is lighter and more impact-, scratch- and UV-resistant than aluminum; accepts accessory crossbars; includes side-mounting channels; redesigned U-bar increases internal space by over 30%.

Roofnest
Morgan Newlon
Director of Sales

"Many times, customers are not coming from a ground tent—they are adding to or downsizing from an RV or are just jumping into camping for the first time," he says.

Overlanders are a good place to start, says Newlon, but the tents' appeal stretches well beyond adventure travel.

"A lot of our dealers who are off-road-focused really key in on the overland customer—and we make great tents for them. But we believe everyone needs an RTT on their vehicle. We sell a ton of tents to compact SUV and Subaru owners. So, being knowledgeable about that 'base camper' or 'general car camper' is great, because it really opens up your store to a lot more customers."

And the ability to earn a profit is attractive as well, he adds.

"Another misconception is that RTTs are not worth carrying in-store because they are low margin. Sure, compared to sunglasses or maybe another low-MSRP accessory, that may be true," Newlon says. "However, the margin dollars are fantastic on RTTs. You have to sell quite a few sunglasses to match the margin dollars off a single RTT sale."

As such, aftermarket shops shouldn't limit their target customers or vehicles, says Bennett.

"Having a good understanding of crossbar options, tent weights and available tent sizes will allow a shop to install an RTT onto almost any vehicle equipped with a crossbar track system from the factory," he says, "including a sedan, wagon, crossover, CUV, SUV, truck or even a trailer."





The features and benefits of today's rooftop tent models are constantly evolving. (Photos courtesy Quadratec)

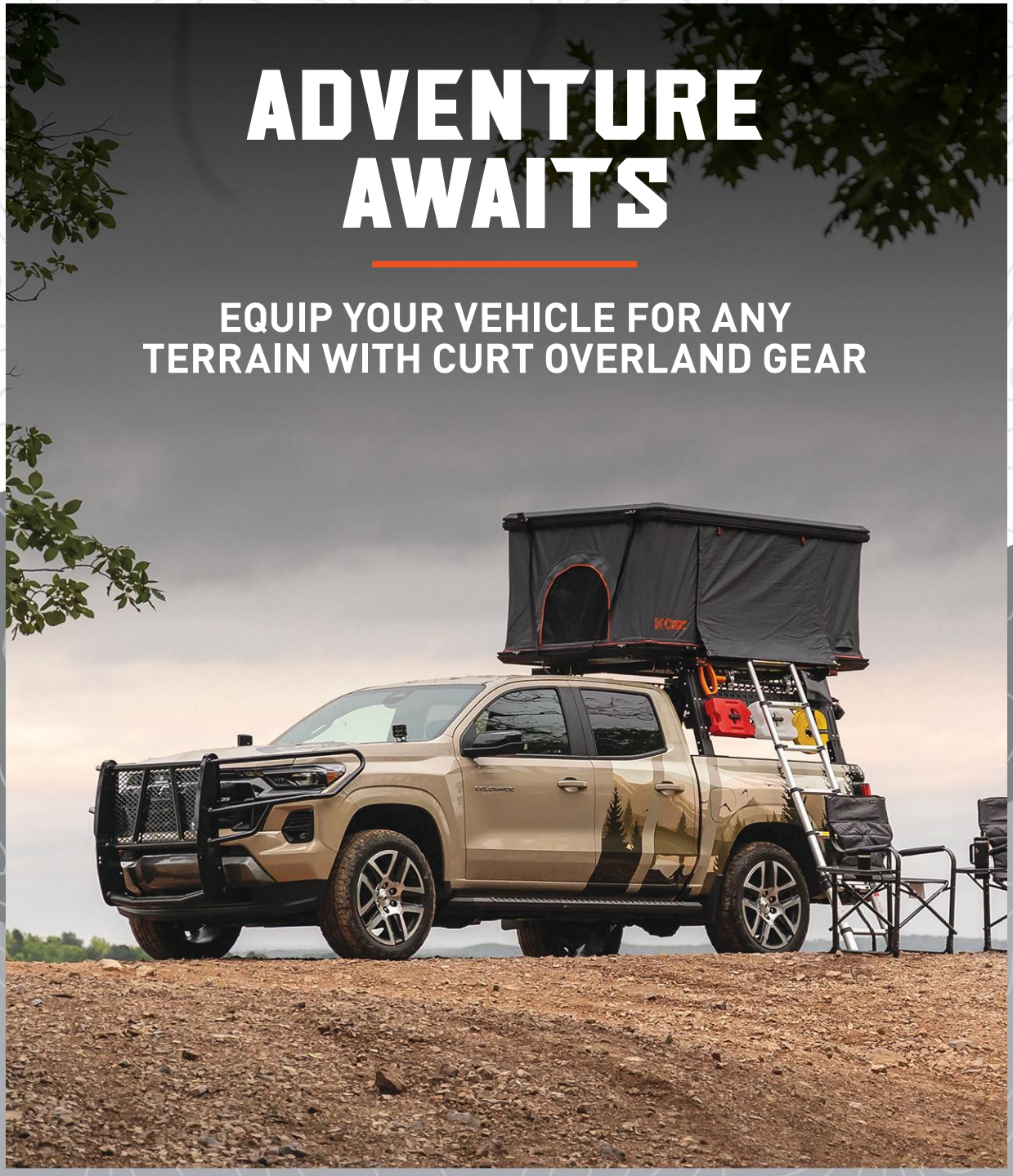
CURT

TRUST THE TOWING EXPERTS

curtmfg.com

ADVENTURE AWAITS

EQUIP YOUR VEHICLE FOR ANY TERRAIN WITH CURT OVERLAND GEAR



ELEVATE YOUR OVERLANDING ADVENTURES

CURT's robust truck bed racks and durable rooftop tents ensure secure, convenient storage and comfortable shelter wherever the road takes you. Explore the great outdoors in confidence and comfort. Trust CURT for quality, reliability, and performance in every journey.

Scan to learn more!



The V-8-powered Jeep Wrangler 392 is returning for the 2025 model year. (Photo courtesy Jeep)

WRANGLER 392 RETURNS FOR 2025

Don't roll the credits just yet. The Jeep Wrangler 392 is coming back for the 2025 model year by popular demand.

"When news broke in March that Jeep Wrangler 392 was roaring off into the sunset, the comments, coverage and conversation showed us that the Jeep community isn't quite ready to say goodbye to the V-8-powered Wrangler," said Bill Peffer, senior vice president and head of Jeep brand North America. "Jeep brand listened and will continue the 392 Final Edition into the 2025 model year."

Jeep calls the 2025 Jeep Wrangler 392 "the quickest and most powerful Wrangler yet," featuring:

- A class-exclusive 6.4-liter Hemi V-8 delivering 470 hp and 470 pound-feet of torque
- 0-60 mph in 4.5 seconds and the quarter-mile in 13.0 seconds
- Standard 8,000-pound-capacity Warn winch, 11.6 inches of ground clearance, 34.5 inches of water fording, heavy-duty rock sliders
- Trail-rated capability in any condition with a Selec-Trac two-speed transfer case, intuitive full-time four-wheel drive, heavy-duty wide-track Dana 44 axles with Tru-Lok electronic locking differentials and electronic front sway-bar disconnect

The 2025 Jeep Wrangler 392 Final Edition will continue to offer much of the standard equipment found on the 2024 392 Final Edition, including:

- Exclusive hood and fender vent decals
- Black Nappa leather-trimmed seats
- Specially monogrammed shifter medallion and swing gate plaque
- Half-inch suspension lift
- Mopar fold-out swing gate table
- Standard Xtreme 35 Package with bronze 17-inch bead-lock-capable wheels and 35-inch BFGoodrich all-terrain tires

The Mopar triple loop grille guard and Mopar Jeep 83-piece toolkit will remain exclusive to 2024 model-year 392 Final Edition vehicles.



RTTs are not a one-size-fits-all product. (Photo courtesy iKamper)

HAPPY CAMPERS

When it comes to the different options available, it's no surprise that seeing is believing for many consumers.

"The best way to increase sales is by having a rooftop tent on display for the customer to touch and climb into," reports Tuff Stuff Overland's Mora. "Our No. 1 customer request is the name of a local dealer with a display."

Seeing includes setup demonstrations to help customers feel more comfortable with the products, says Christie from Napier Outdoors.

"Many potential buyers might be unfamiliar with the setup process and the benefits of rooftop tents," he says. "Demonstrations provide an opportunity to educate them on these aspects."

Quadratec's Bennett says dedicating the floorspace needed to

30TH ANNIVERSARY
SINCE 1994
ACT
ADVANCED CLUTCH TECHNOLOGY®

ATTENTION!

JEEP WRANGLER JL AND
GLADIATOR JT OWNERS!

TIRED OF MULTIPLE CLUTCH RECALLS?
FIX IT, FORGET IT, AND ENJOY!

Introducing ACT's Ultimate Upgrade: Your Key to Performance and Peace of Mind

We understand the thrill of driving a Jeep, both on and off-road, and given the potential safety risks, we know how unsettling multiple recalls are. We've engineered a proper solution to remove the worry of the OEM Jeep clutch and improve the whole Jeep driving experience. Our cutting-edge technology ensures amazing clutch feel, increased performance, unmatched durability, and easy installation using the original operating system.

Fix it once and forget about it!



ENHANCED ADVENTURE AWAITS!

Great pedal feel, high torque capacity, heat tolerance and increased inertia beneficial for stock or highly modified Jeeps.

TRUSTED BY JEEP ENTHUSIASTS WORLDWIDE!

Join the community of satisfied Jeep owners who have made the switch to ACT's Ultimate Clutch Upgrade.

WHY CHOOSE ACT FOR YOUR JEEP?

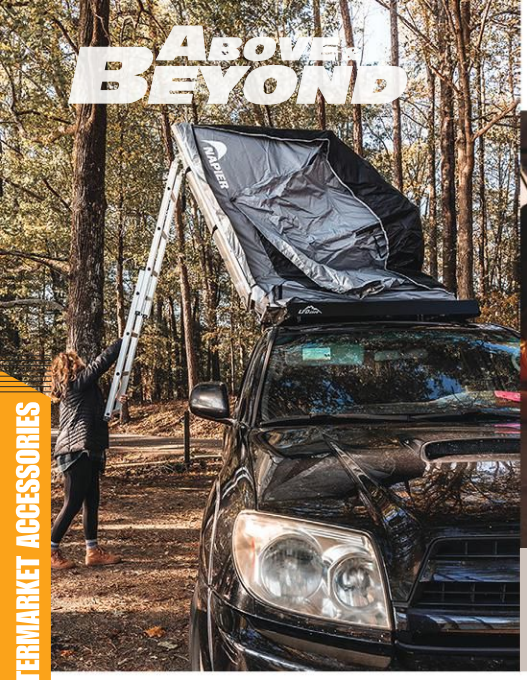
Proven Performance!
Peace of Mind!
Seamless Integration!

WATCH OUR JEEP INSTALLATION, AND JEEP PRODUCT DEVELOPMENT VIDEOS ON OUR YOUTUBE CHANNEL @ADVANCEDCLUTCHTECHNOLOGY

206 EAST AVE K4, LANCASTER CA 93535
ADVANCEDCLUTCH.COM | 661-940-7555

sfi SFI FOUNDATION INC.

Above & Beyond





Innovations in mattress quality, ventilation and weatherproofing have made RTTs more comfortable and versatile. (Photos courtesy Napier Outdoors)

properly showcase the qualities of a rooftop tent is always worth it.

"Having a usable floor display opened and able to be used by the potential customer is a very powerful tool," he says. "A smaller two-person tent allows a customer to climb in and get a feel for the size and usability of even the smaller sizes. Usually this can lead to a sale of an even bigger tent and increased profits for the shop."

With the number of deciding factors available, Gish from Ursa Minor Vehicles suggests having an RTT "expert" or two on staff who can answer questions and make informed recommendations.

"(It helps) having a lead that owns the category—the 'go-to' person for demos, questions and comparisons," he says. "AI chatbots and FAQ pages are part of it, but a live expert can move product."

Add it all up to become your area's trusted rooftop tent provider.

"Offer comprehensive installation services and personalized consultations. By providing expert advice on choosing the right tent for specific vehicles and demonstrating proper installation techniques, shops can build trust and ensure customer satisfaction," says Patel from OVS. "Additionally, showcasing tents in real-world scenarios, such as mounted on display vehicles or through engaging social media content, can help potential buyers visualize the benefits and versatility of rooftop tents, ultimately driving sales."



Shops can have an RTT "expert" or two on staff who can answer questions and make informed recommendations. (Photo courtesy Ursa Minor Vehicles)

From there, you'll want to get the product on the vehicle as fast as possible, notes Roofnest's Newlon.

"Keep them in stock. We see our dealers sell best if they have it ready to go. This is the biggest competitive advantage against online shopping—besides the install, of course," he reveals. "If you carry several brands, you might want to focus your assortment to a few key styles that fit your customers so you have what they want when they come in and can close the deal."

Finally, Flink from iKamper believes that the benefits are not lost on anyone who enjoys the outdoors.

"Sell them to everyone who camps," he advises. "Once you sleep in a RTT, you won't go back to sleeping on the ground." **TS**



The appeal of rooftop tents stretches well beyond adventure travel. (Photo courtesy Roofnest)

PERSONALIZED & PROTECTED



You sell more than just truck accessories...you sell personality. TrailFX front and rear bumpers for both Light Duty and Heavy Duty trucks offer an instant appearance upgrade for customers who want to be noticed. Precision engineered for performance and value they feature laser cut openings for optional TrailFX LED lighting and access to factory tow hooks and sensors. These bumpers install seamlessly to factory mounting points and are backed with a full three year limited warranty. If you're going to turn wrenches...why not turn some heads too.

$30 REBATE!
ON TRAILFX BUMPERS
Scan to learn more.

TRAILFX®

Exclusively distributed by
Keystone Automotive Operations, Inc.

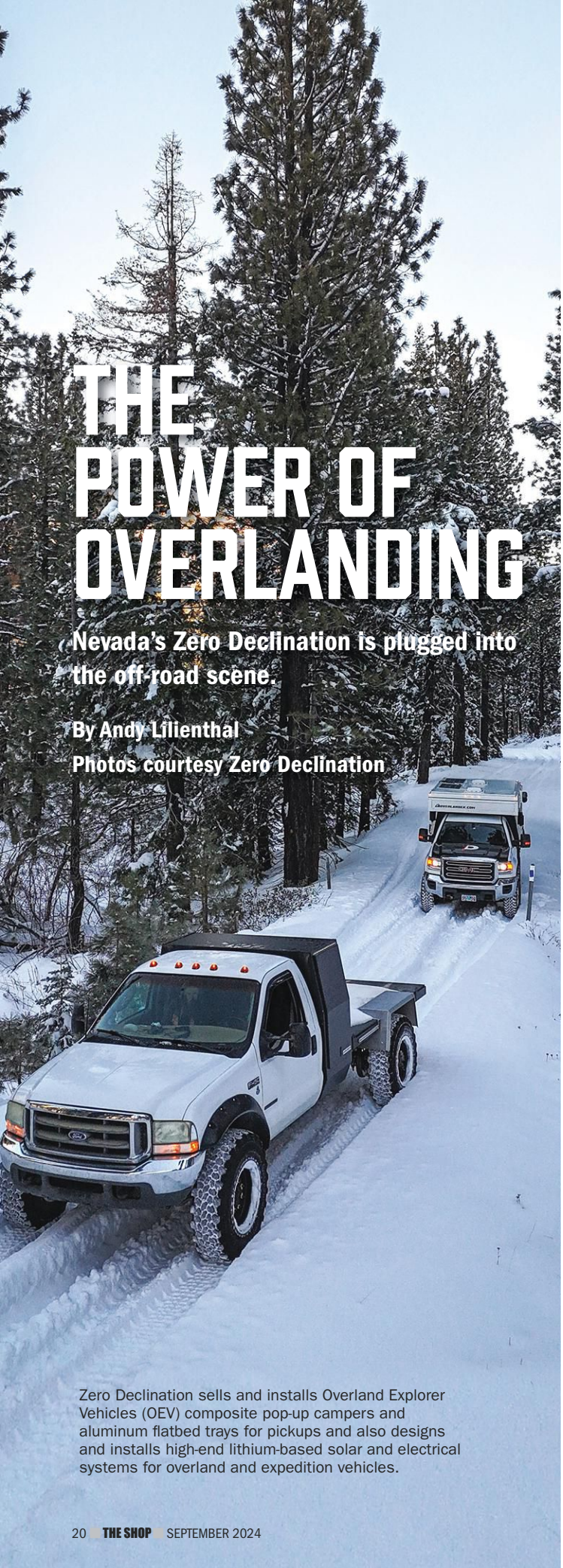
MADE IN USA

THE POWER OF OVERLANDING

Nevada's Zero Declination is plugged into the off-road scene.

By Andy Lilienthal

Photos courtesy Zero Declination



Zero Declination sells and installs Overland Explorer Vehicles (OEV) composite pop-up campers and aluminum flatbed trays for pickups and also designs and installs high-end lithium-based solar and electrical systems for overland and expedition vehicles.

Some people have a reputation that precedes them throughout an industry or enthusiast group. When their name is mentioned, folks say, "Oh, yeah, I hear they do good work."

KP Pawley, owner of Zero Declination, is one of those people. Even before opening his shop in Reno, Nevada, he was known in the overlanding community as an expert electrician for campervans and truck-bed campers. At events such as Overland Expo West or the NW Overland Rally in Washington state, people would ask, "You know KP, right?" or when looking at an in-bed camper setup, "KP takes these campers and rewires them."

But Pawley is much more than an electrician, and his shop does much more than just wiring campers.



Even before opening his shop in Reno, Nevada, KP Pawley was known in the overlanding community as an expert electrician for campervans and truck-bed campers.

ELECTRICITY IN THE AIR

While many know the Wyoming native for his electrical skills, his background is in chemistry and economics. He also grew up on a farm working on a host of different vehicles and equipment, and says he's always had a knack for 12-volt systems.

After traveling and living on the road full-time from 2016-20, including driving the Pan American Highway to its end in Ushuaia, Argentina, Pawley started Zero Declination in 2019 to earn cash.

"I began installing electrical systems in home-built vans and the business took off immediately," he says. "I did a lot of basic dual-battery systems for my friends, then built my own power system for the first truck camper."

It didn't take long to realize he'd fallen into a marketable skill with a big demand. His practical experience paired with his education in science gave him a good understanding of the fundamentals behind all things electrical.

"We began selling/installing Battle Born Batteries and started taking on larger and larger jobs. Eventually, we stopped doing the large RV installations to focus on high-end, smaller installs and on camper sales," Pawley notes.

He mentioned he sells a ton of Battle Born's lithium batteries. He believes they sell so well because they're not only a quality product, but they're marketed well.

CAMPERS, FLATBEDS & ELECTRICAL

These days, the shop sells and installs Overland Explorer Vehicles (OEV) composite pop-up campers and aluminum flatbed trays for pickups. Zero Declination also designs and installs high-end lithi-

um-based solar and electrical systems for overland and expedition vehicles.

"We do a lot of custom electrical builds. Those can vary from a single day to a week (to build)," he says.

The flatbed trays typically take about a week for installation. Camper installs/walkthroughs only take about a day.

"We'll also install bumpers, lights, winches, etc., for a full ground-up build or just a la carte," Pawley says.

All but the largest full builds are completed in a week. The shop orders its parts well ahead of time, so almost immediately after the vehicle is received, work begins.

Pawley says the shop goes to great measures to hit the completed-by date the customer has given. The shop takes a lot of pride in providing high-quality work while maintaining a strict schedule.

"I don't like having customer rigs sitting at my shop waiting for parts," he admits.

The shop has three employees, with workers usually found through referrals.

"We try to pay competitively and offer lots of non-standard benefits like shop use, great prices on gear/equipment and flexible paid time off," Pawley says.

MORE SHOP, LESS INVENTORY

The Zero Declination shop covers 2,500 square feet in a brand-new building complete with two 14-foot doors. The business also has a small web store where it retails third-party and original products.

Pawley says it's been effective and helps drive sales and projects at the shop. Most of the building is dedicated to doing installs and getting work done.

Pawley says the shop doesn't have much of a showroom. However, it has a couple of demo vehicles that serve as rolling showcases of attractive products and the team's quality installations.

Being that Zero Declination sells a lot of large items, the shop keeps a very low inventory.

"Supply chain hasn't been an issue and we're typically scheduled a month out or more for projects, so we basically order supplies as we need them," Pawley says.

Like many other businesses in the off-road/overlanding community, the pandemic helped propel Zero Declination forward in a way Pawley isn't sure would have occurred in "normal" times. The shop found itself smack-dab in the middle of a thriving outdoor/camping industry.

Zero Declination (zerodeclination.com) tries to be competitive with other shops in the industry. It has a good reputation and is considered a premium dealer/installer, and its prices reflect that.

MARKETING BIG PRODUCTS

When it comes to challenges, the shop's biggest hurdle is marketing. Pawley believes the company recently hit a wall with its current methods.

Zero Declination is working to grow beyond its base, especially with new camper product lines, which can be a difficult concept to explain to people who haven't been around them much.

"A majority of our target base are probably more typical van people (mid-high net worth, adventure sports/outdoor enthusiasts) and it can be tricky to describe a tray install or a slide-in camper to someone without much experience around trucks," Pawley says.





The pandemic helped propel Zero Declination forward in a way Pawley isn't sure would have occurred in "normal" times.



The shop has three employees, with workers usually found through referrals.



The company is working to grow beyond its base, especially with new camper product lines, which can be a difficult concept to explain to people who haven't been around them much.

These types of customers tend to be highly focused on an entirely different type of vehicle, so Zero Declination not only must sell them on its product lines, but also on the benefits a truck camper has over other options.

Most of the shop's customers are men ages 35-55 with full-size trucks and very active outdoor lifestyles.

In terms of online marketing, Zero Declination uses Facebook and Instagram for social media along with paid posts. It uses the social platforms to stay connected with customers, keeping them updated on new products and recent projects, and answering questions as well as fielding suggestions.

"These seem to work well, although we could admittedly increase our presence online," Pawley says.

All businesses offer challenges, but Pawley says he loves seeing a smile on a customer's face when they see their transformed rig for the first time. While he's built a host of excellent customer vehicles, he's particularly proud of his personal truck, a 2017 GMC Sierra 2500HD.

LIVING THE LIFESTYLE

"I lived and traveled in my first camper/truck for almost four years. So, when it came time to build a demo rig for the shop, I knew exactly what I'd want to build for the perfect rig for me," Pawley says.

He personally designed and fabricated the tray and the gull-winged gear garage between the Sierra's cab and camper.

"It's a regular cab truck with an 8-foot bed. The camper is designed for a 6.5-foot bed, so that gave me room for the gear garage without making the truck too long or messing with the center of gravity too much," he explains.

Next came onboard air, 4.88 gears, a Detroit locker in the rear and a Kibbetech coil-over conversion kit up front.

"I lived and traveled for a few years full-time in a truck with slide-in camper, but I always wished I had a nice space for my mountain bike and skis, as well as climbing gear and other fun stuff," he recalls. "The gear garage was my solution. I think all the modifications work so well for me because of the previous experience living in a truck and camper. The current truck lived in my mind for a long time before we began building it. I literally began ordering parts before I even purchased a specific truck."

Looking forward, Pawley wants Zero Declination to continue focusing on camper/tray sales and installations and move away from custom work. At this point, he believes the business will be more easily scalable.

"I'd just like to standardize installations and modifications as much as possible," he explains. "The high-end, one-off electrical builds are fun and profitable, but they're also a lot of work and it's difficult to find/train a team that can handle them without intervention."

Another goal is for the product/sales mix to eventually skew heavily toward sales/installation of campers and trays.

"We'll always do some custom work—I enjoy it too much—but the goal is to have a majority of our net come from the simple stuff," he reveals.

And while some people know a lot about campers and the associated truck camper lifestyle, Pawley truly lives it. He moved back into one of his rigs full-time in December 2022.

"My apartment was $2,000 a month and I was spending about 50% of my time in the truck or otherwise traveling anyway," he says.

The cash he saves from living in the camper he hopes to put away to buy his own commercial building to continue to grow Zero Declination. ***TS***



ANDY LILIENTHAL *is an award-winning automotive journalist who's written for a host of online and print publications. He worked as a communications manager in the automotive aftermarket for 17 years, primarily in the off-road and overland spaces. He also has a penchant for unique cars and vehicle-based adventures.*



ELEVATE THE ADVENTURE.

Built upon decades of off-road racing victories, the Eibach PRO-TRUCK-LIFT combines a series of PRO-LIFT-KIT springs and PRO-TRUCK Sport shocks to create a perfectly tuned suspension system engineered for both on and off-road performance. The Stage 1 kit features adjustable clip heights for either lift or leveling.

PRO-TRUCK-LIFT Stage 1 Available for the 2023-2024 GMC Canyon & Chevrolet Colorado



eibach.com

MADE IN THE USA • CORONA, CALIFORNIA •

Eibach®



Tacoma Lighting Products

Diode Dynamics, St. Charles, Missouri, presents a range of Lighting Products for the all-new 2024 Toyota Tacoma. The selection of lighting upgrades includes fog lights, ditch lights, reverse lights, a bed light kit and more.

Performance Axles



Zumbrota Drivetrain, Everett, Washington, a **RANDYS Worldwide** brand, introduces the Zumbrota Performance Axle (ZPA) line. The axles are built with a variety of aftermarket gear ratios to accommodate bigger tires, lifts and a variety of driving variables including off-road, street and track-style driving. ZPA offers more than 160 applications that optimize the vehicle's performance according to driver preference, and each axle includes a nodular iron performance rear differential cover.



New Winch Line

Warn Industries, Clackamas, Oregon, presents its ZEON XD 10-S Winch, offering a pull capacity of 10,000 pounds and featuring 100 feet of 3/8-inch Spydura synthetic rope. Retooled for performance and durability, ZEON XD is waterproof sealed and includes a new high-performance, high-efficiency motor and geartrain designed for fast no-load line speeds of up to 40 feet per minute. The winch includes a corded waterproof remote with 12-foot lead and HUB wireless control with 100-plus-feet of range when paired with the WARN HUB app.

Jeep JT Mojave Suspension Kit

AccuAir Suspension, Merritt Island, Florida, presents an all-new Suspension Kit for 2020-newer Jeep JT Mojave models. The 100% bolt-on AA-5157 kit delivers 4 inches of lift to easily clear 37-inch tires and automatically compensates for off-road bumpers, winches or side loads from heavy overlanding equipment. Designed to improve load capabilities and handling while towing, the kit includes front and rear air springs, ride height sensor assemblies, front and rear upper control arms, rebuildable tuned shocks, sway bar end links, air compressor tank and more.





Jeep Armored Headlights

Delta Tech Industries, Chino, California, presents its DELTA LED Quad-Bar 1197 Armored Headlights for Jeep Wrangler and Gladiator models. Made in the USA, the headlights are equipped with a protective crossbar designed to shield the LED light source from impacts. Quad-Bar series products are equipped with precision DOT-compliant glass prismatic optics, a built-in LED light source, LED blinker and optional Switchbacks. A halo-equipped version features a built-in COB LED halo to act as a DRL.



Aluminum-Body Shocks

MetalCloak, Rancho Cordova, California, presents its 2.5-inch RockSport Black Reservoir Shocks. Custom-engineered and manufactured in-house in the USA, the aluminum-bodied shocks have eight precision compression settings for easy adjustment. Features include a mil-spec Type III hard anodized Black Infinity finish accented with gold zinc plating, heavy-duty 3/16-inch wall thickness, optimized fluid transfer for maximum cooling, rubber-covered stainless steel braided hydraulic hose, built-in standoffs for OE fitment and more.

Damping Valve Technology



Tenneco, Northville, Michigan, presents the Monroe RideRefine SDD advanced, highly tunable stroke-dependent damping (SDD) add-on valve. The valve works in conjunction with **Monroe OE Solutions**' main valve technologies to improve comfort and control characteristics. Stroke-dependent damping is designed to enhance comfort by reducing damping levels during short strokes of the unit's internal piston. A bypass directs oil into the SDD valve, which provides separate, tunable damping of small strokes for reduced noise, vibration and harshness.



New Light & Backlighting Options

RIGID Industries, Gilbert, Arizona, introduces a new 9-inch Light with an RBGW Backlighting Option to its 360-Series. RBGW backlighting also expands to the series' smaller 4- and 6-inch models. The new 9-inch light mirrors other models in the 360-Series lineup with an array of powerful LEDs packed into a durable, high-grade aluminum alloy housing. Featuring 32 individual LEDs, the 9-inch light nearly triples the LED count of the series' 6-inch model and produces up to 23,232 lumens. Each pod has an IP68-compliant dust and water ingress rating.

Tesla Accessory Line



Rydeen Mobile Electronics, Torrance, California, presents its **TESLAspec.com** line of Tesla-specific vehicle accessories. Available products include Front Displays, Rear Console 7-inch Display, Tesla Display Swivel Kit, Auto Door Handles with Bluetooth Connection, Soft Door Locking Mechanism, Laser-Engraved Ambient Interior Lighting, Power Frunk Opener/Closer, Frunk Soft Closing Mechanism, Electric Sunshade, Ventilated Seats, Electric Footrest for Model Y, Rear Seat Folding Table, Portable Freezer/Refrigerators and more.



Side-Opening Rooftop Box

Leitner Designs, Corona, California, presents its GearPOD ROOF side-opening rooftop storage box capable of holding up to 100 pounds on its top, including **MAXTRAX** and **RotopaX**, without affecting interior gear accessibility. The box features thick 6mm plastic walls and self-centering latches for easy installation. Designed for any vehicle with a roof rack, the system can be removed in seconds. ***TS***

SPEEDING ISSUES?



Give your FLEET customers the power to limit their drivers' speed with our **Vehicle Speed Limiters** + check out our **Cruise Control** products!

Call, click, or scan to learn more.

1-800-782-3379

Rostra Accessories
A VOXX ELECTRONICS COMPANY



SEEING IS BELIEVING

Recent high-end wraps projects show that skills & creativity are limitless.

Today's vehicle wraps projects show there's no limit to the skills and creativity of wrap shops nationwide.

For entertainment and inspiration, Avery Dennison shares information on a pair of noteworthy recent projects that exemplify the versatility of today's films and prove how the right colors and designs can turn any project into a head-turning automotive work of art.

A SPECIAL C8 CORVETTE

The word "unique" gets tossed around a lot. But it seems safe to apply the term to Label Motorsports of Ada, Michigan.

The seven-year-old company's specialty is one-off aftermarket customization of exotic supercars, primarily European. Its services encompass performance as well as design and restyling. Many of the shop's clients are collectors.

"We are truly a custom automotive facility," says Andy Siradakis, company founder, owner and operator. "I take pride in the fact that we aren't order takers. When somebody comes to Label Motorsports, they are looking for a strong opinion, accompanied by leadership and guidance on what to do to their vehicle. We are in an industry where everything has already been done 100 times and everything is posted online. So, we really focus on particular details in order to make our work stand out."

When a client build at Label Motorsports includes a color-change vehicle wrap—which is usually the case—it's done with Avery Dennison Supreme Wrapping Film, Siradakis says.

"Our whole business model depends on executing on extremely fine details. When we're doing a color-change wrap, we demand a film that enables us to make the car look like it's painted. When a prospective client sees our wraps compared to someone else's, there's no negotiating," he says. "We've never had an issue with a batch of Avery Dennison films."

The shop's client list stretches from Tennessee to Texas to Florida.

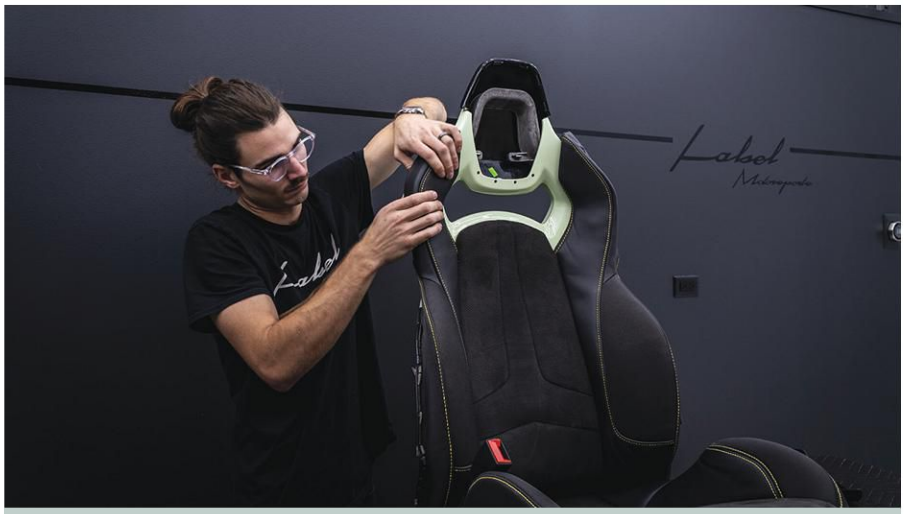
"So, the last thing you want is to have an issue with the film. We've got cars that we wrapped four or five years ago and have seen cold weather and warm weather, and they still look great."

In July 2019, General Motors unveiled the Chevrolet Corvette C8, the eighth generation of the sports car. It was the first rear mid-engine Corvette since the model's introduction in 1953.

Siradakis noticed that some of his clients were adding a C8 to their collections. The new mid-engine platform and other upgrades put the C8 into a performance category alongside some Porsche, Ferrari and Lamborghini models, and at a lower price point.

He decided to test the market, and his resolve, with a new concept. He would design, manufacture and build five limited-edition carbon fiber widebody Corvette C8s, each one unique to each client,

Michigan-based Label Motorsports created five limited-edition carbon fiber widebody C8 Corvettes for its client base of avid collectors. (Photo by Evan Clark @mittenproject)



The shop disassembles the entire car, takes off the doors and wraps the hinges and every interior part that can be seen when the doors, hood or trunk are opened. (Photo by Evan Clark @mittenproject)

with every custom element designed and installed by Label Motorsports.

"We believed these cars could really show off our capabilities and open doors," he recalls. "We wanted to see if customers would be interested at our price point. Now that all have been built, it's safe to say they were. Market test complete."

The final version in this special release of five carbon fiber widebody C8 Corvettes, dubbed "Project Vouno," was a twin-turbo, check-every-box build, culminating with a reveal at the 2023 SEMA Show in the HP Tuners booth. The car was a contender for Best Engineered Vehicle at the show.

The exposed forged carbon fiber widebody was meticulously wrapped by Label's expert installation technician, Justin Van-Oeveren, in Avery Dennison SWF Gloss Light Pistachio (SW900-728-O) with DOL 1370Z Luster overlaminate.

In selecting the Light Pistachio color, Siradakis' thinking was to pair a vintage pastel color with the ultramodern look of the forged carbon fiber hood, wheels and details. The Light Pistachio echoes a rare Corvette color from 1960 called Cascade Green.

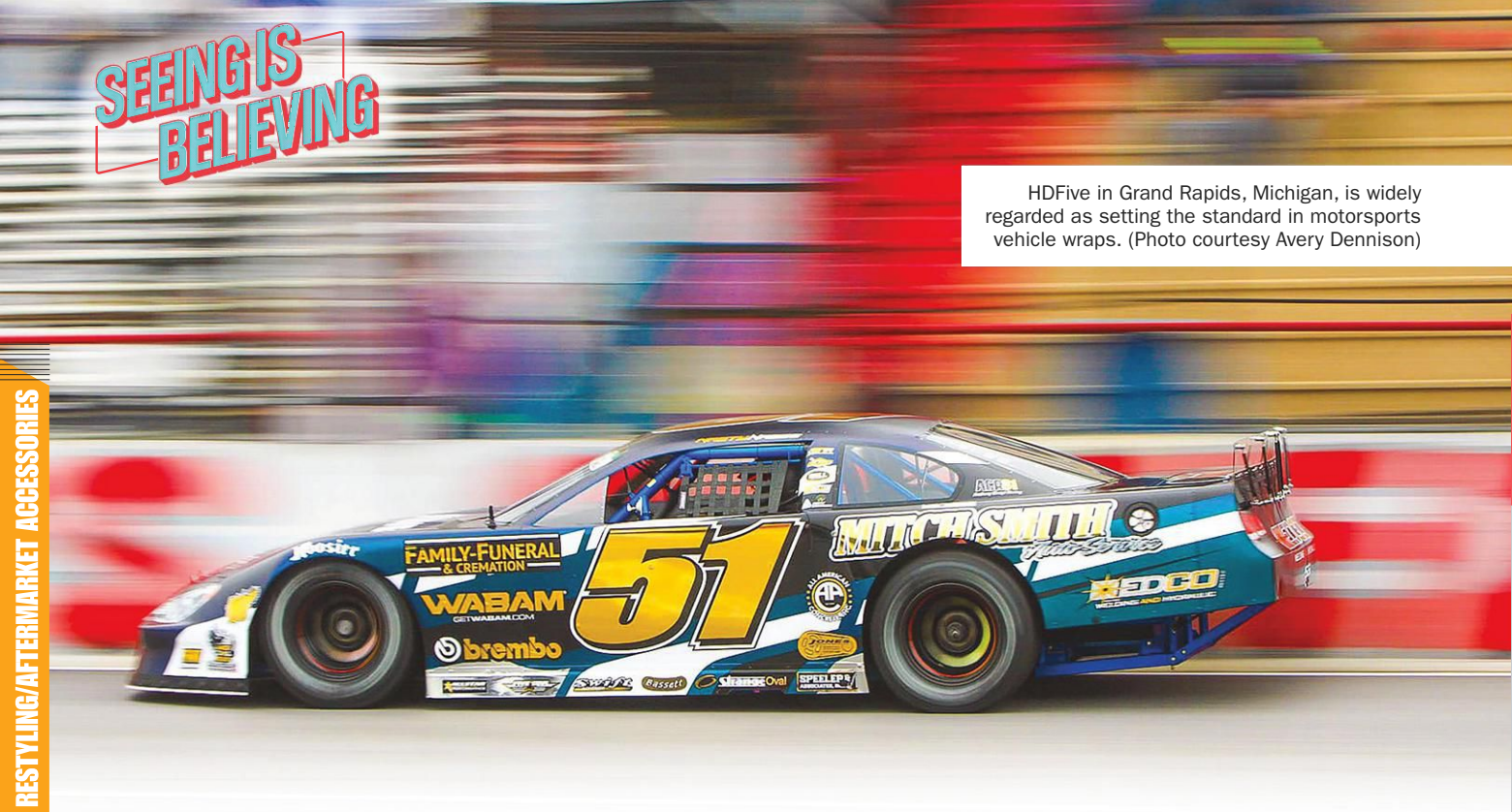
Another unique aspect of Label Motorsports is that all the wraps are full vehicle, inside and out. The shop disassembles the entire car, takes off the doors and wraps the hinges and every interior part that can be seen when the doors, hood or trunk are opened.

"We wrapped the jambs on the Corvette, which are very deep—almost 90-degree channeled angles. That's where you want a film that really sticks and holds."

Most of Label Motorsports' clients want their vehicles wrapped, Siradakis says.

"The way we look at it, with a wrap, they can have two or three versions of the car during the lifespan of their ownership for the cost of one complete paint job."

What's next for Label Motorsports? Another limited-edition carbon fiber widebody series, this one for the new Corvette Z06 supercar. Siradakis hopes to have the first one ready to debut at SEMA 2024.



HDFive in Grand Rapids, Michigan, is widely regarded as setting the standard in motorsports vehicle wraps. (Photo courtesy Avery Dennison)

WRAPS AT THE TRACK

It probably didn't surprise anyone in Grand Rapids, Michigan, that when Tim Horvath II started Horvath Design in 2007, it was focused on motorsports. After all, racing was in his family's blood.

"My dad raced at the short-track level, distances shorter than one mile. His dream was to race at Daytona and hear 'Gentlemen, start your engines!'" he recalls. "In 1999, he made it to the ARCA (Automobile Racing Club of America) series and raced at Daytona. Twenty years later to the very day, I placed my company's decal on the side of a car I wrapped. That car also raced around the high banks of Daytona."

Tim Horvath II's dream for his design/graphics business was to design wraps for the motorsports field and work his way to the top. His company, now rebranded as HDFive, is widely regarded as setting the standard in motorsports vehicle wraps. Horvath works exclusively with Avery Dennison films.

That wasn't always the case.

"Many people in the graphic film industry who are in the motorsports business have been caught up thinking cheaper film is better, and to skip the overlaminate because you've got to keep the price down for the driver."

That was driven home years ago when Horvath was racing a car with graphics installed by someone else. Another driver's car tire rubbed his car in one of the races. A friend grabbed some brake cleaner to wipe off the marks before the next race, but when he started wiping, the ink started coming off. Horvath has a photo of the friend trying to repair the damage with a Sharpie pen.

Dane Carignan, Avery Dennison regional sales manager, ended up working with Horvath on a NASCAR Truck Series opportunity a few years later.

"Tim has an amazing talent," Carignan says. "In my years as a manufacturing rep and with all the designs I've seen in the industry, his designs are at the top. He's really set HDFive apart from the competition."

Carignan worked with Horvath through multiple intake meetings to understand the various applications and substrates on short track vehicles, and how they would require different solutions.

"We were able to not only improve his team's efficiency with Avery Dennison MPI 1105 as his go-to film, but also incorporate MPI 2105 where appropriate, to benefit the budget," Carignan says. "Then MPI 2903 was the solution for applications that required adhesive with more bite. The versatility and vibrancy of the MPI 1105 enables him to avoid carrying multiple SKUs of other films."

Horvath now tells everyone at the track to stay away from low-quality films.

"I put MPI 1105 on every full-wrap vehicle—NASCAR Truck, Xfinity, ARCA and everything in between. I use MPI 2903 when it's a late-model dirt car that has flat sides and no curves. I use MPI 2105 on all my super late model cars that have simple curves."

Horvath doesn't allow any material out of his shop without lamination, using Avery's DOL 1360Z and DOL 1060Z products.

"When I talk to other shops about Avery Dennison, I put it into racing terms. I tell them Avery Dennison is the guy who finished first and went right back to his car and started working because he doesn't want to get caught. And that's how you win the vehicle graphics race." ***TS***



Shop owner Tim Horvath II (center) cautions others at the track of the pitfalls of using low-quality wrap materials on race cars. (Photo courtesy Avery Dennison)



THE SHOP webinar

SPEAKERS



Lance Owide
General Manager, B2B
BigCommerce

Lance leads the B2B initiative (Manufacturers, Distributors and Wholesalers) at BigCommerce. Prior to joining BigCommerce, Lance spent four years at UBS Investment Bank and four years at Apollo private equity.



Mark Vandegrift
Head of Product
PDMAutomotive

Mark serves as Head of Product for PDM, bringing more than 20 years of experience in software and commerce. Mark previously held leadership positions at ChannelAdvisor, OfferUp and Spreetail. Mark holds a bachelor's degree in economics from the University of North Carolina at Chapel Hill.



Dave Christy
Director of Delivery
Jamersan

A Global Digital Commerce solutions leader who has helped leading B2B and B2C brands produce better results across digital channels, Dave works to enable B2B and B2C brands to realize their visions of commerce through defining digital strategy, change transformation, business/technical consulting, user experience, creative strategy/design, engineering and technical expertise. He has developed methodologies for rapid delivery and optimization of global, multi-language B2B and B2C platforms. He has experience in delivering leading digital solutions for brands across the globe.



Johannes Crepon
Founder & Advisor
Velocity Automotive

Johannes is a seasoned entrepreneur in the automotive aftermarket who founded Velocity Automotive, a German e-commerce business that sources and sells parts for American cars throughout Europe. The pervasive issues with the consistency and availability of parts data then inspired the idea for PDM Automotive. Johannes founded PDM Automotive to provide a platform for automotive aftermarket parts suppliers to easily sell their products across all channels, including e-commerce, brick-and-mortar and installers.

THE KEYS TO ACCELERATING

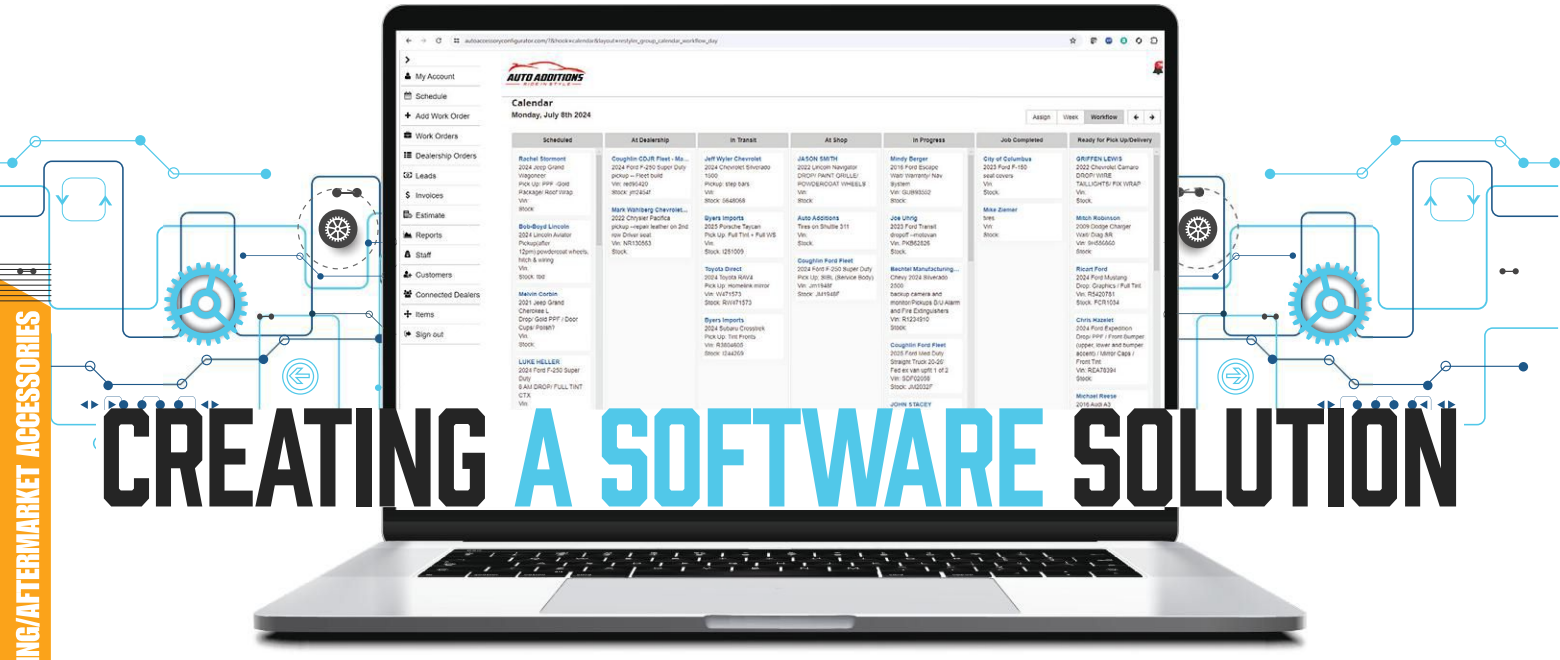
YOUR AUTOMOTIVE E-COMMERCE BUSINESS

ON DEMAND

This webinar will provide insight into the "3 Ps" of a high-performing automotive parts website: *platform, performance & product data.* This session is designed to equip the audience with the necessary tools to create a seamless and effective online presence in the automotive category.

Sponsored by

Register at theshopmag.com/webinars



CREATING A SOFTWARE SOLUTION

In-house system development focused on greater workflow efficiency. **By Josh Poulson**

Many restylers have done a great job figuring out how to bring work into the shop.

It may be from car dealers and through the hustle and skill of a sales team. It may be from retail traffic and creative advertising through social media or a good online presence. It might be from word of mouth and referrals that keep the shop busy.

But no matter how busy or not busy you are, once the work comes in, how smooth is the workflow to get the project finished?



These days, workflow management includes keeping track of the time technicians spend on each project.

EFFICIENT PROCESSES

Workflow difficulties can be quite different depending on the type of shop you operate. For instance, it is more difficult for a stereo shop to manage workflow versus a tint shop.

The reason is simply because a tint shop really may only have a handful of roll good SKUs that it keeps in stock, whereas a stereo shop may need four or five different pieces for every vehicle it works on. So, the difficulty of workflow in ordering the parts, receiving the parts, scheduling the work, doing the work and getting it all completed can have many more moving parts in a stereo shop.

Most companies are turning to software or electronic processes to streamline workflow issues, though I have seen some shops that still use paper to move things along. They may invoice using QuickBooks or some other accounting software, but they still use paper to make a work order, order parts, receive the car and then do the work.

Other shops have moved forward to use other tools like Google Sheets for scheduling, so everyone can see the schedule in real time with different colors meaning different things. Some have even built custom software, which can be very expensive but also hopefully solves a lot of specific issues when it comes to that business's workflow.

(Above) Most companies are turning to software or electronic processes to streamline workflow issues.

I have nine technicians, four office people and two sales reps, and we do everything from 12-volt to film (tint and PPF) to truck accessories, as well as traditional restyling products like leather and sunroofs. So, I have always been searching for software that can solve all my problems and make my business and my employees' work easier to accomplish.

I asked myself, "How can a hospital that does so many things be completely paperless, yet my small business still relies on paper?" So, my search began.

SYSTEM SEARCH

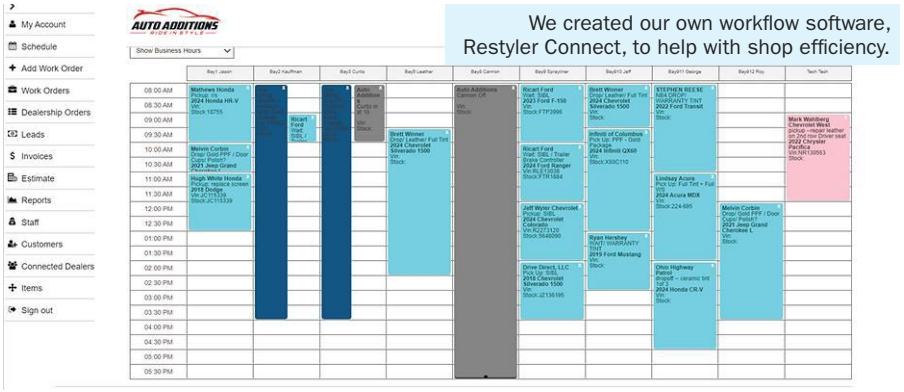
Taking a look at the big picture of my shop, the four main pain points I wanted to solve as a business owner were:

1 WORK ORDERS

I needed software that could make a work order while requiring inputting the vehicle information only once. At the time we were entering the vehicle into our system up to three times—once when creating a work order, the second when putting it on the schedule and a third time when invoicing.

Vehicle inspections are an important part of the process, before and after each job.





We created our own workflow software, Restyler Connect, to help with shop efficiency.

2 SCHEDULING

I wanted a clear schedule on the same platform as my software, so I didn't have to keep updating work orders in one system and the schedule in another.

3 VEHICLE INSPECTIONS

We had always struggled with inspections. We pick up and receive many vehicles every day and used to do a poor job of capturing preexisting damage and issues, which led to us paying for damage we likely never caused but had no real way to fight. Even inspection sheets could be made up on the spot and really didn't "prove" anything unless the customer signed off—but we never did a good job of that, either.

4 TECHNICIAN INTERFACE

Some of my technicians are paid commission and the work it takes to get their pay done can be time-consuming—not only for the tech who must log all of his work on paper or a Google doc, but also for management to figure out the amount and verify the work.

Others that were only pipe dreams included a built-in basic CRM for leads and estimates, online ordering for my customers and good reports that decisions could be based on.

Sound like a dream? It was.

I tried many of the software solutions offered in our industry, but they just didn't fit my business. I am not a mechanic's shop or a service department, and I am also not a body shop. It seemed most of the software focused on those industries and not mine, so the "shoehorning" it would take to make them work was getting frustrating, to say the least.

That's when my software business partner Tom Waitzman had an idea. He said, "We already have a software company working with an accessory product configurator. What if we just had our development team build us shop management software?"

I was excited but also a bit skeptical when we started listing all of the things we'd like the software to do. I itemized everything I wanted, and he added a few more.

Our team spent three months laying out the roadmap of exactly how the functionality would work and then a few more months developing the software. The first version was good but not great, so we spent a few more months changing, adding, manipulating and ultimately building out everything we needed.

We were about 10 months in when we realized we were close to having something useful. We tested for two months while tweaking things to the point where it was ready to go live.

OUR OWN SOLUTION

So, who would be the first to try it out? Well, it was only fair not to put our first customer through that, so we used both of our shops as "guinea pigs."

Waitzman started using our new software, called Restyler Connect, in January 2023 and I started using it at my store in March 2023. There were definitely a few hiccups and tweaks that were still needed that became apparent once we were using it live.

We spent a few months ironing those out and before long the software was ready to go to market. I was happy to say that in June 2023 it was finished to the point where other shops could begin using it.

We have seen great success at our own shops and the support of other shops that are our customers. What I appreciate about our customers are the good ideas that have been brought to our attention as they've used the software.

For example, one customer told us it would be nice to send customers automated text reminders of their appointments. Another customer said it would be nice to be able to send the customer an automated text asking for a good review after the job was done. Another great idea was a built-in link from their company website's contact form that created a new lead in our software's CRM tool. All great ideas, along with many others that we quickly jumped on and built into our system.

Like all software, there are always some small issues that crop up as you try to enhance the system, but for the most part it has been pretty seamless integrating it into the day-to-day tasks of running my restyling business.

Our goal now is to introduce this software to others to help them solve the same problems we had. We definitely don't do it for the money, because developing software is not cheap—in fact, there is a good reason why people don't do it for a small industry like ours.

We are more about helping our own businesses, but if we can help others along the way, then we can take satisfaction in that as well.

Ultimately, I am just very thankful to have a system in place that myself and my employees can use and have confidence in now and in the future that will help us not just survive, but thrive. ***TS***



Named the 2022-23 SEMA Person of the Year, ***JOSH POULSON*** *is the principal of Auto Additions in Columbus, Ohio, which was named Restyler of the Year, 2012-13. Auto Additions offers a complete line of product upgrades including 12V and appearance packages with a specific focus on the dealership segment. He is immediate past-chairman of the SEMA PRO council. For information on the Restyler Connect system visit restylerconnect.com*



Advanced Radius Tool Template Sets

Mobile Solutions, Tempe, Arizona, introduces two additions to its Advanced Radius Tool (ART) Template/Tool Sets. The easily adjustable Giant Curved Rulers and Giant French Curves sets can be used to build organic shapes that improve workflow for smooth lines and transitions and are suitable for a wide range of users. The versatile applications can be applied to design ideation, fabrication and upholstery. Each comprehensive kit includes six template pieces.



Portable Evaporative Cooler

Cool Boss, Theodore, Alabama, presents the CB-26 Portable Evaporative Cooler, built to rapidly and economically cool areas up to 3,055 square feet. Leveraging the natural process of evaporation, it can drop air temperatures by 26 degrees for less than a dollar a day, making it an eco-friendly alternative to air conditioning. The compact design and easy-roll locking swivel casters make it easy to move as needed. Simply plug the powerful air chiller into a 110-volt outlet and fill the 50-gallon reservoir with water.

MIG Welder

Miller Electric Mfg. LLC, Appleton, Wisconsin, presents the Millermatic 142 MIG welder, a lightweight machine in the 140-amp class. Easy to set up and use with Auto-Set technology, operators simply set the wire diameter and material thickness and they're ready to weld. A digital segment display lets users easily fine-tune parameters, and the machine welds up to 3/16-inch mild steel in a single pass and comes spool gun-ready for MIG welding aluminum. It weighs less than 40 pounds, with a rated output of 100 amps at 60% duty cycle.





Rust Protector

Gear Hugger, Solana Beach, California, offers its new Rust Protection product formulated using a nontoxic vegetable oil base that provides a sustainable anticorrosive solution crafted from environmentally friendly additives. Designed to form a protective layer on metal surfaces and equipment parts, shielding them from corrosion, Rust Protection prevents further rust from forming, ensuring prolonged metal life. It is a 100% USDA-certified Bio-Based Product, nonflammable and free of petroleum, fossil fuels and VOCs.



Heavy-Duty Cleaner & Degreaser

Tub O' Towels, Cleveland, presents its Heavy-Duty Cleaner & Degreaser Spray. Specifically formulated to perform like the company's popular Tub O' Towels Heavy Duty Cleaning Wipes product, the spray tackles oily, greasy surfaces and workstation messes, and is suitable for use on interior and exterior vehicle components, including wheel wells, parts, glass and more. Free from harsh chemicals, it allows techs to keep workstations and projects clean.

Work Light

BendPak, Agoura Hills, California, presents its LITESTIX Portable LED Work Light that provides up to seven hours of continuous use on one charge. The new LITESTIX LS36SMDX model is designed to train task lighting wherever it's needed without cords getting in the way. The light boosts visibility where general lighting isn't strong enough, such as inside engine compartments, vehicle interiors and underneath lifts, as well as when work is underway at night. Features include a telescoping holder and magnetic swivel mounts.





Spill Absorbent

JohnDow Industries (JDI), Barberton, Ohio, presents PurAbsorb, an industrial super-absorbent recently added to its Dynamic line of products. Made from natural ingredients, PurAbsorb is a quick, safe and cost-effective absorbent solution for any spills. Upon contact, it begins absorbing instantly, leaving a clean and dry, no-slip surface. One 10-pound bag has the same absorption capabilities as 14 10-pound bags of clay absorbent, allowing automotive repair facilities to save space and money. The product is also available in 1.25-pound shaker jars.



Diagnostic Scanner

TOPDON USA, Rockaway, New Jersey, presents its new Phoenix Lite 3 Diagnostic Scanner featuring improved functionality and technology. Offering more robust topology with the option to add ADAS calibration software, as well as greater compatibility on a larger number of vehicles, the Phoenix Lite 3 is a compact diagnostic scanner designed for automotive professionals. It features a simple-to-read 8-inch LCD color display with a four-core processor that runs on Android 10.0. Precision topology mapping enables swift problem localization.

Dealer Website Scraping

MAP Services Corp., Flat Rock, North Carolina, introduces SIFT (Systematic Information Fetching Tool), a cutting-edge automated dealer website scraping program. The dynamic solution is engineered to monitor websites, detect infractions and rigorously enforce compliance. Operating seamlessly alongside existing processes, SIFT continually integrates newly automated sites into its reach, ensuring a comprehensive and proactive approach.





Sandblast Cabinet

Atlas Automotive Equipment, Greenfield, Indiana, offers its Atlas SBC990 Sandblast Cabinet for automotive professionals. The cabinet features added interior space and an extra-large, front-loading door, using a powerful vacuum system to keep the work area free of “floating” rust and used media. A foot pedal that controls the flow of abrasives from the air gun allows the operator to concentrate on the work to be done inside the cabinet rather than holding the trigger.



Plasma Cutting System

Hypertherm Associates, Hanover, New Hampshire, introduces its XPR460 Plasma Cutting System. Positioned as the newest addition to the XPR line with X-Definition technology, the system is designed for superior cutting versatility for mild steel, stainless steel and aluminum, and performs multiple applications with SureCut technology for bolt-ready holes and smooth 45-degree bevels. Features include enhanced thickness and speed capabilities, ensuring consistent part quality from the initial cut to the last.

Socket Sets

K-Tool International, Lakeland, Florida, offers Ultimate Torq Metric and SAE Torque Socket Sets for automotive professionals. The sets feature sockets with a non-slip design and can remove stubborn nuts. The Ultimate Torq sockets have 40% more nut-busting torque than traditional sockets and will remove up to 70% more rounded nuts. By adding the Ultimate Torq disc, the centrifuge force enlarges, increasing the power to remove nuts. By removing the Ultimate Torq disc, each socket can be used as a traditional socket. ***TS***



PERFORMANCE

Harrell's Engine Parts p. 40 | EV Roundup p. 44 | Shop Heating p. 48 | Performance Products p. 50

ROAD Racing



Performance enthusiasts are using autocross & other outlets to push vehicles to the limit. **By John Carollo**

Following a market that, by its very nature, goes left and right, uphill and down, before repeating it over and over again can be pretty tough. But the road racing market does just that and shops can indeed catch up and join in on the fun.

Performance machines are built to be driven, and more and more owners are getting their kicks with a trip to the local road course or cone-marked parking lot. Practice makes perfect, and as these weekend warriors begin developing their skills, they'll be looking for race parts to match their progression.



Vintage and historic road racing is just one of the many different classes available to enthusiasts who can't wait for track day. (Photo courtesy Historic Sportscar Racing)

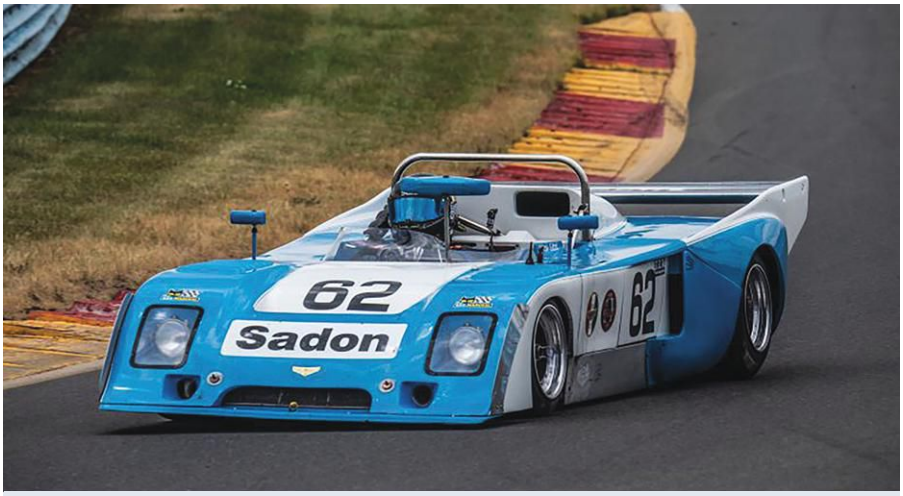
The second running of the Historic Sportscar Racing (HSR) Classic 6 Hours of The Glen returned to the Grand Prix circuit at Watkins Glen International in June, showing the sustained popularity of all types of road racing. (Photo courtesy Historic Sportscar Racing)

Road racing parts suppliers are happy to help, with observations on market trends including common misconceptions, sales approaches and hot new products for shops to investigate.

A LOT TO CHOOSE FROM

Thinking of serving the road racing market? It makes sense, what with all the opportunities it presents.

"Road racing is a very broad term," says



With its multiple entry points, there's no denying that road racing is attractive to many drivers. (Photo courtesy Historic Sportscar Racing)

Mark Beatty, brand director for Red Line Synthetic Oil. "There are so many sanctioning bodies, multiple race series and countless classes that all get grouped into the category of 'road racing.' From a manufacturing point of view, it would be nice if there was a more unified voice—one or two touch points that would allow voices to be heard."

Until that happens, however, shops can search for customers wherever performance enthusiasts gather.

"Having a place to race is important, as there are a limited number of facilities in most marketing areas," says Chris Maney, director of operations for Aviaid Oil Systems. "However, autocross is gaining in popularity and a course can be set up in virtually any large parking lot."

With its multiple entry points, there's no denying that road racing is attractive to many drivers. As such, shops will need to make real connections with competitors in order to serve their individual needs, says Dave Brzozowski, motorsports manager for Wilwood Disc Brakes.

"While some shops do a much better job at it than others, it is very important for the sales technician to get the most information possible about the customer's specific class(es) they are racing in and what they are trying to accomplish that might be different than their competitors as part of the process of assessing their needs," he says. "This ensures selling them the correct parts/kits the first time around, and hopefully leads to less misinformation and/or them being sold incorrect parts."



Performance oil pumps and systems are among the many upgrades racers need to keep pace with competitors. (Photo courtesy Aviaid Oil Systems)

ROAD RACING PRODUCTS

■ **HOT PRODUCT:**
Three-Stage Oil Pump
■ **FEATURES & BENEFITS:**
Basic system that consists of two scavenge sections and one pressure section with the appropriate fabricated steel oil pan will work for about 75% of the market; others require a custom system to complement the engine and chassis configuration.

Aviaid Oil Systems
Chris Maney
Director of Operations

■ **HOT PRODUCTS:**
Race Oils
■ **FEATURES & BENEFITS:**
Designed to help teams lower temps and protect their engines longer; full synthetic lubricants that start with PAO and ester base stocks; tested on tracks around the world; popular MTL and MT90 gear oils are also available.

Red Line Synthetic Oil
Mark Beatty
Brand Director

■ **HOT PRODUCTS:**
Spec 37 Material Race Rotors
■ **FEATURES & BENEFITS:**
Manufactured from a proprietary iron alloy developed to withstand extreme temperatures with the highest degree of resistance against distortion, warping, cracking, wear, asymmetrical face slot pattern and individual dynamic balancing.

Wilwood Disc Brakes
Dave Brzozowski
Motorsports Manager

■ **HOT PRODUCT:**
ADVAN A055 Tire
■ **FEATURES & BENEFITS:**
Engineered for sanctioned racing categories that require a DOT tire; ADVAN A052, which is ideal for autocross events thanks to its quick time to reach peak operating temperatures, is also available; alternating twin grooves maximize contact patch.

Yokohama Tire
Ryan Parszik
Manager, Product Planning

ROAD Racing

RADFORD NAMED FINAL STOP ON POWER TOUR WEST



Radford Racing School in Arizona will be the final destination on the 2024 HOT ROD Power Tour West, set for Oct. 7-11. (Photo courtesy Radford Racing School)

Radford Racing School in Chandler, Arizona, will be the final destination on the 2024 HOT ROD Power Tour West, which will run Oct. 7-11.

Kicking off at the In-N-Out Pomona Dragstrip in Pomona, California, this year's five-day tour will cruise from Southern California through the Western U.S., ending at Radford for a day of autocross on the legendary racetrack.

"We look forward to being the final stop on this year's HOT ROD Power Tour West," says Chuck Sundstrom, general manager of Radford Racing School. "They say, 'save the best for last' and we feel like a day on our legendary racetrack is the perfect place to wrap up this year's tour. Participants will get to experience our purpose-built racetrack during a day of spirited competition racing against each other in a timed autocross course. Not only is our track the ultimate playground for motorsports enthusiasts, but this part of the country is absolutely beautiful during the fall, making this tour stop one that participants will always remember."

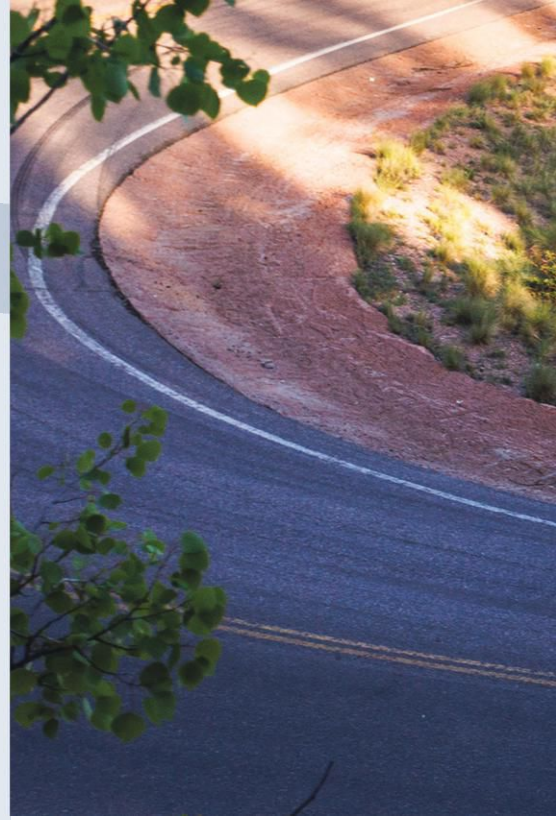
The HOT ROD Power Tour started in 1995 when the magazine's editors took a road trip from their headquarters in Los Angeles to the season-opening HOT ROD Power Festival in Norwalk, Ohio.

Today, Power Tour is the world's largest traveling car show, boasting over 6,000 long haulers and covering up to 1,000 miles in a five-day road trip. Last year was the first year for the HOT ROD Power Tour West, which attracted over 700 long haulers, and the single-day attendees doubled the participant count to over 1,500.

The five-day 2024 HOT ROD Power Tour West stops include:

- Monday, Oct. 7: In-N-Out Burger Pomona Dragstrip, Pomona, California
- Tuesday, Oct. 8: Pechanga Arena, San Diego
- Wednesday, Oct. 9: Riverside County Fairgrounds, Indio, California
- Thursday, Oct. 10: Windsor Beach, Lake Havasu, Arizona
- Friday, Oct. 11: Radford Racing School, Chandler, Arizona, featuring autocross

Radford Racing School is a purpose-built driver training facility for performance enthusiasts and the largest driver training center of its kind in the world. It is also the Official High-Performance Driving School of Dodge//SRT.



ULTIMATE PROVING GROUNDS

"Win on Sunday, sell on Monday" may not be as prevalent as it once was throughout the industry, but there's no denying that shops and customers can form strong bonds when they partner on racing endeavors.

"Road racing, like all forms of motorsports, is strong right now for us. New cars are showing up at almost every event, and participant and spectator numbers are also on the rise at events and tracks that put in the effort," Beatty observes. "Road racing offers a unique appeal to OEMs and manufacturers, as it allows us to test and engineer products that can stand the test of time under a variety of conditions—which is why we stay involved."

As mentioned earlier, road racing can head in many directions, requiring shops to find their strengths and build on them.

"Some shops think they must do it all, but there are so many options in the road race category," Beatty continues. "It is easy to spread oneself too thin. Take a step back and find the team(s) that align with your culture or the series that reflects your customer base and focus on them. Lift up those teams or that series and let them be your voice to all the rest."

Ryan Parszik, manager, product planning, for Yokohama Tire, agrees that exposure to, and participation in, local events are keys to connecting with road racers.

"Visibility and knowledge in those areas are always very helpful due to this type of consumer wanting to know more info



Mobil 1 supported four racers at this year's Pikes Peak International Hill Climb. (Photo courtesy Mobil 1)

about the product than, say, someone buying simple all-season tires," he explains.

Road racers are looking to take the next steps in their performance journeys and are seeking to partner with professionals who understand their needs and can suggest logical progressions, says Maney.

"For instance, the notion that tires and suspension are the primary drivers in the marketplace is limiting," he says. "With road racing vehicles being subjected to severe, rapidly changing G-forces in cornering, braking and acceleration, engine durability through proper lubrication is just one of the many other factors that



ROAD Racing

HISTORIC STOCK CARS ENJOY A SECOND ACT



Older race cars from all levels of NASCAR competition get a second chance at the track as part of the HSR NASCAR Classic program. (Photo courtesy Historic Sportscar Racing)

Classic race cars from NASCAR's past are getting another chance to hit the track.

Historic Sportscar Racing recently introduced the HSR NASCAR Classic presented by Petty's Garage, a racing series for HSR's growing Group 8 Historic Stock Cars division. The debut road course race, the HSR NASCAR Classic at the IMSA Michelin GT Challenge at VIR, was set for Aug. 23-24 at VIRginia International Raceway.

Open to stock cars that have been retired from active competition, the introduction of the series is a direct response to the increasing popularity of the Group 8 Historic Stock Cars category with HSR competitors and fans alike, according to HSR officials.

The interest has been further bolstered by HSR's partnership with the Historic Stock Car Racing Association (HSCRA) that has produced successful event weekends including stops at Michelin Raceway Road Atlanta, Watkins Glen International and other U.S. racing circuits in recent years.

"The across-the-board support for and the rapid growth of the HSR Classic Stock Cars category made starting a dedicated series around the division an easy decision," says Chris Ward, HSR president. "NASCAR stock cars of all generations are perhaps the most identifiable category of race cars in the U.S. to motorsports enthusiasts, competitors and even mainstream audiences. We have experienced this incredible growth and popularity with several HSR Historic Stock Cars showcase events in the last few years, particularly in partnership with the HSCRA. We can't thank HSCRA founders Chris Evans and Carlus Gann and all of the HSR Group 8 competitors enough, and we look forward to continuing racing with them in the HSR NASCAR Classic presented by Petty's Garage series for many more years to come."

NASCAR CLASSIC Presented By Petty's Garage

Eligible NASCAR Classic cars include those built to previous NASCAR rule book specifications for Cup, Xfinity, Truck and ARCA competitions. Current editions of the rules-eligible cars in each series, such as the Cup series Generation 7 chassis, are not eligible in NASCAR Classic competition.

Now an IMSA property, HSR was formed in the mid-1970s with an event at Road Atlanta. Its goal is to celebrate race cars from the past and "share in the wonderful history and excitement created by the cars that competed at racetracks around the world."



Find the place in the road racing market that's right for you. (Photo courtesy Red Line Oil)

must be considered."

This hardcore use often means customers are interested in high quality while also paying attention to price. Top suppliers can offer both.

"We've all heard the term 'you get what you pay for,' but sometimes a manufacturer with a more streamlined production facility and a lower cost of raw materials resources due to larger volumes purchased can provide a better-quality product that is less expensive, making that phrase a bit outdated," Brzozowski says. "Just because another company charges more for a spe-



Look to build long-term relationships with manufacturers serving the road racing market. (Photo courtesy Wilwood Disc Brakes)



Ask questions to find the individual solution that's best for each competitor. (Photo courtesy Wilwood Disc Brakes)

cific product does not necessarily mean it's better or what the customer needs for that vehicle application or racing series."

THE RACE FOR SALES

Shops looking to increase their road racing product and service sales can't simply wait for business to come to them.

"Attending events is a good way to get into the niche segment and let consumers know you are the go-to shop for products and have accounts set up with companies that sell road racing tires," says Parszik from Yokohama.

Aviaid's Maney also suggests connecting with competitors at a variety of events.

"Get out to the track and interface with the drivers who participate in track-day programs," he advises. "There are clubs in most markets that host events at one or more facilities. It's also a good idea to befriend the tech inspectors with various racing associations. NASA has a nationwide program. And don't leave out vintage racing groups."

Wilwood's Brzozowski notes that shops don't have to go it alone.

"Build long-term relationships with manufacturers that are hands-on and thoroughly know the market segment that the shop specializes in," he says. "Get all the available information, whether it's chassis/suspension/brakes, engine/drivetrain or whatever parts you are selling for a specific type/class of car, as there are numerous groups and racing series that have specific rules applying to them. Getting the customer the correct information and product the first time will in turn require less time with returns and result in the shop gaining customer trust and future business."



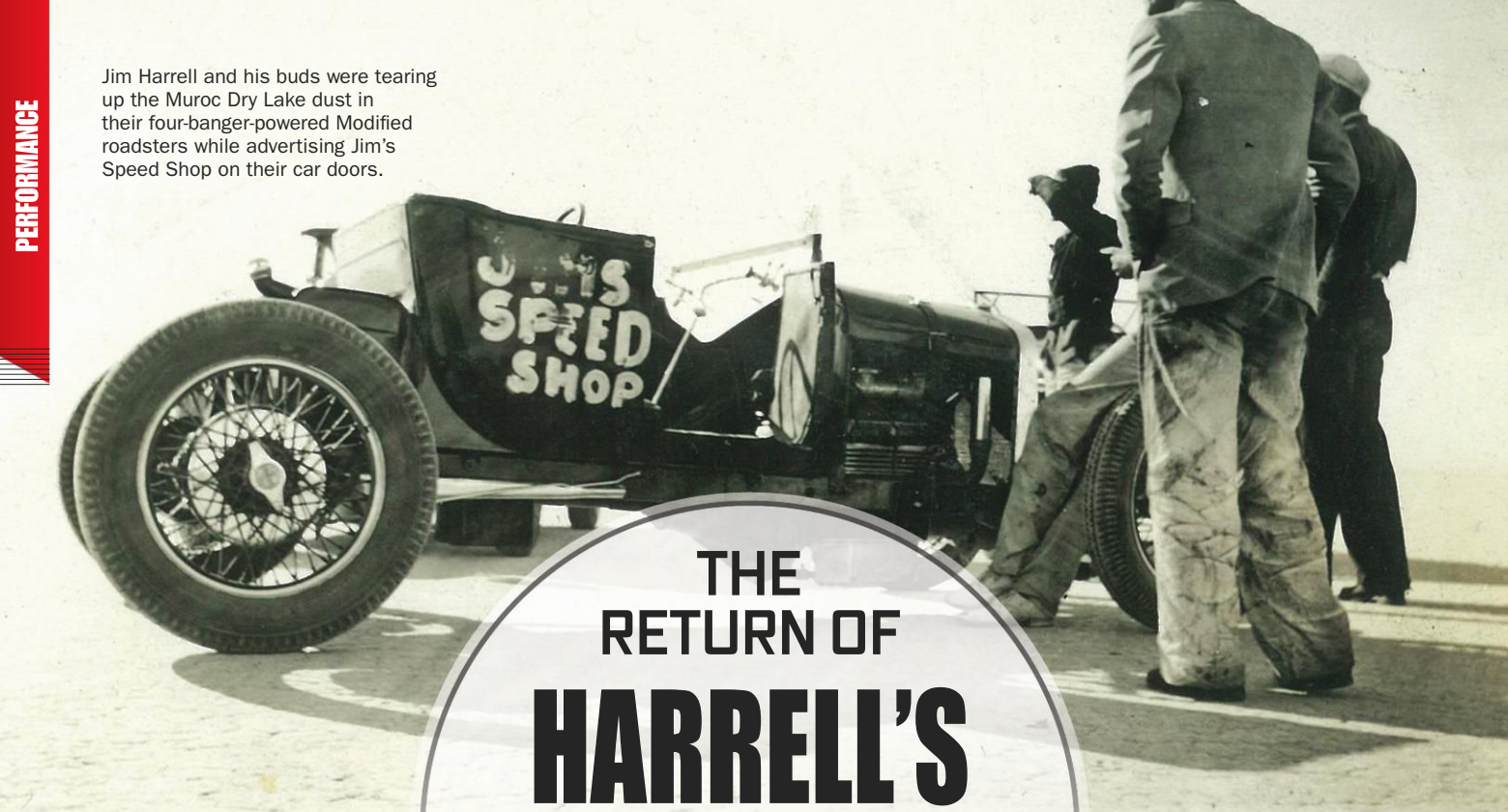


Offer products and services that racers can rely on. (Photos courtesy Yokohama Tire)

In the end, says Beatty from Red Line Oil, when dealing with the road racing crowd, it's best to be genuine.

"I always say, 'real knows real.' If you know a lot about BMWs, talk to BMW people. The same holds true to any other brand or even category of racing," he says. "Stay focused on what you know, and the rest will come to you." ***TS***





Jim Harrell and his buds were tearing up the Muroc Dry Lake dust in their four-banger-powered Modified roadsters while advertising Jim's Speed Shop on their car doors.

THE RETURN OF HARRELL'S ENGINE PARTS

The legendary speed shop gets a reboot, thanks to the work & investment of the founders' great-grandnephew.

By Tony Thacker

In 1932, with the introduction of the first Ford V-8, the business of speed was starting to grow and Jim Harrell, who also went by the name "Jim White," opened an auto repair business near the corner of San Pedro and 99th Street in South Central Los Angeles.

The Great Depression was still affecting everyone but Harrell was optimistic, and while the business was called Jim's Auto Parts, Harrell and most people who knew about it referred to it as Jim's Speed Shop—one of the first in the world.

According to Roger Harrell's book, "Harrell Engines & Racing Equipment," now in its second edition, "The shop was in front, and the family lived in a small house in the rear of the property. They lived and worked there until mid-1933, when they bought a more suitable place on the corner of Main Street and 109th Place (11006 S. Main Street). The location had a storefront facing Main Street, a comfortable house and a large garage facing the alley off 109th Place that was the home of Jim's Speed Shop and was also the home of Harrell Engines until 1976."

Apart from its own book, there's been very little written about the early days of Harrell's because it was active before there were hot rod magazines. The little coverage you can find from the late-1930s was in the SCTA Racing News, a small-circulation club newsletter.

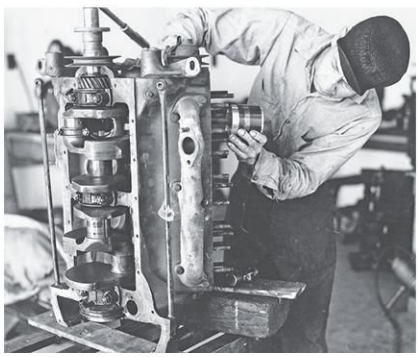
Nevertheless, Harrell and his buds were

The shop-backed "Winged Express" brought crowds to their feet and made a name for itself on California drag strips in the 1960s.





Jim's younger brother Nick (right), a talented engine builder, joined the company after World War II.



tearing up the Muroc Dry Lake dust in their four-banger-powered Modified roadsters while advertising Jim's Speed Shop on the doors of their race cars.

A NEW SCENE

After World War II, the So-Cal racing scene changed rapidly with the advent of circle tracks and drag strips. The big change at Harrell's was the addition of Jim's younger brother, Nick, who was a talented engine builder.

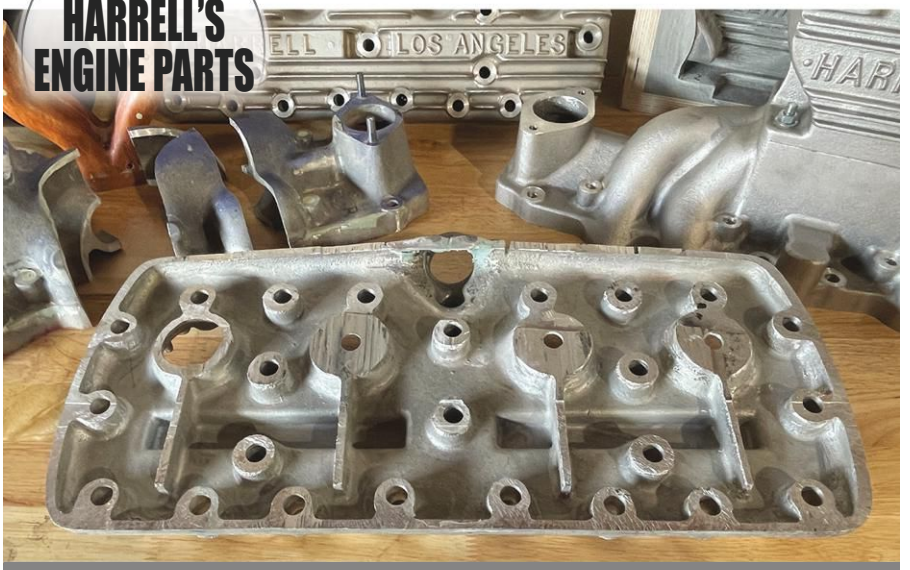
Jim, meanwhile, worked two jobs—three, actually: mornings at the speed shop



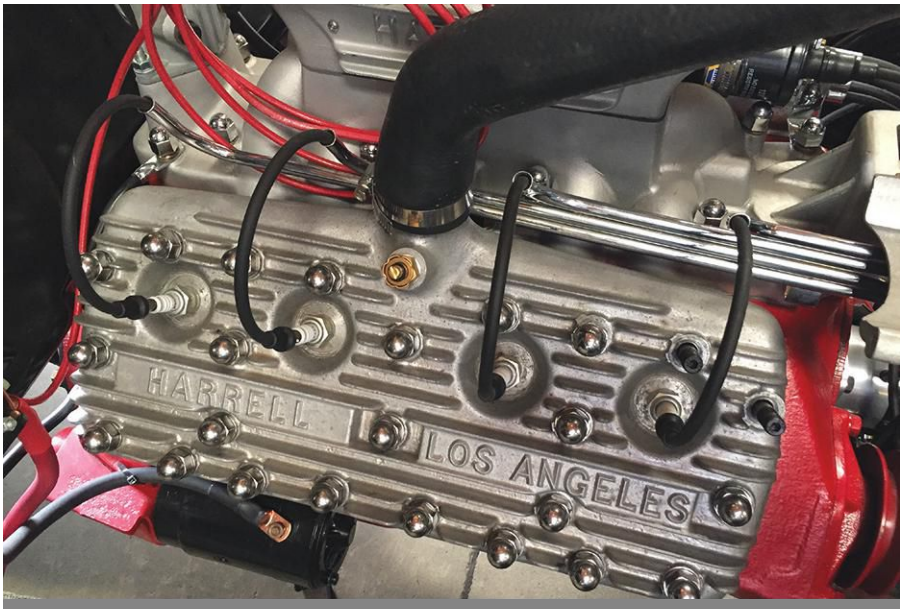
Alec Harrell Carlsson has established the new version of Harrell's just a few miles from the original LA shop.



THE RETURN OF HARRELL'S ENGINE PARTS



Jim's Auto Parts, often referred to as Jim's Speed Shop, focused on adding power to the popular Ford flathead engines of the time with its Harrell Engines parts lines.



It's taken significant time and investment to reverse-engineer and recreate some of the original Harrell designs.



Harrell's later expanded into other engine sets as well, with the products now being brought back by the founder's great-grandnephew.

and swing shift at Douglas Aircraft, where he worked until he retired in 1970. His third job was developing the Harrell line of speed equipment including heads and intakes for flathead Ford V-8s.

In 1948, there was a seismic shift caused by the introduction of HOT ROD magazine, the first Hot Rod Show that Jim displayed at and the introduction of organized drag racing in 1950.

Jim and Nick decided that drag racing was the way to go and to promote the business they fielded their own '29 Model A "Red Hot Roadster" with, of course, a Harrell-equipped flattie.

The list of wins for Harrell-equipped cars was extensive, but the cloud on the horizon was the Chrysler Hemi that was fast eclipsing Ford's flathead. Meanwhile, Jim's Speed Shop became the go-to place for young hot rodders in LA including young William "Willie" B. Borsch.

"Wild Willie," as he became known, worked with Jim and Nick to put Chrysler Hemi power in Harrell roadsters. Willie drove the "Red Hot Roadster" to a number of wins and records, but it was another car, the famed "Winged Express," that put the crowd on its feet.

The "Wing," as it's affectionately now known, debuted at the 1961 Winternationals, where the Harrell & Borsch A/Fuel Altered went on to win its class at 10.55 seconds/139.31 mph. In late 1966, Jim informed Borsch he wanted to retire and sell the altered. Too young to retire, Borsch teamed up with Al "Mousie" Marcellus to buy the car.

The Marcellus-Borsch team ran the "Winged Express" for several more years with great success and at the Winternationals in 1968, Borsch drove the "Wing" to the cover of HOT ROD magazine with a terminal speed of 200 mph. Sadly, though, the NHRA effectively outlawed the Altered class in 1973.

Jim passed away in 1976 and Nick retired. The shop was closed and the buildings at 109th Place and Main Street were sold. Nick passed away on Jan. 10, 1995.

A SPEED SHOP COMEBACK

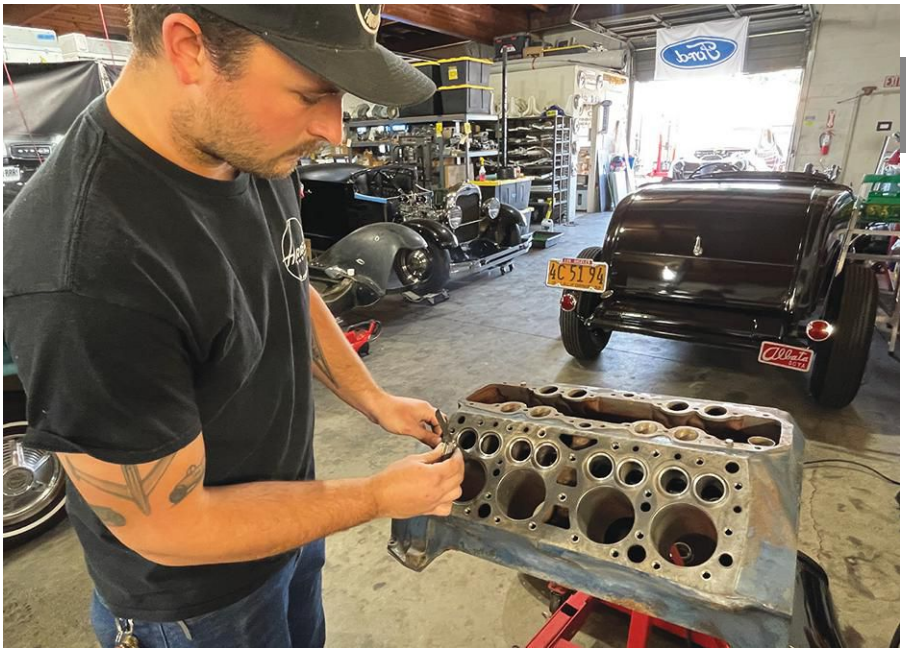
Fast-forward to 2021, and 24-year-old Alec Harrell Carlsson, Jim and Nick's great-grandnephew, decides to leave his job as collections manager and assistant curator with the Zimmerman Automobile Driving Museum in El Segundo, California, and relaunch the family speed shop.

"The family had often discussed a relaunch," says Carlsson, "and it's something that I'd always wanted to do and suddenly I thought, 'why not?' I went out and rented a shop in Gardena, California, not four miles south of the original shop—parts of which still stand—and just a block from family friend Ed 'Isky' Iskenderian."

The shop, which now encompasses 5,000 square feet, builds and restores classic, pre-smog-control cars—mostly Fords.

"We do everything except chrome or paint," Carlsson reports. "However, my focus recently has been to put some of the Harrell-branded speed parts back into production. As the original tooling was no longer available, it took a while to get everything into place to do the job locally, as we wanted to stay true to the family and make everything in Los Angeles."

Thankfully, Carlsson adds, the LA area



The new Harrell's is blending the past and the present.

has a lot of hot rod history, "so you can still get almost anything done, but it was still difficult and time-consuming to find a reliable, experienced pattern maker, foundry and machine shop that would work with us on small runs—but we got there."

Unsurprisingly, the investment has been significant, especially considering the parts are for a flathead Ford engine that hasn't been produced for 70 years.

"I know we're facing the end of this part of the hobby, but as I like to say, we bury the people, not their cars—the cars live on," says Carlsson.

Besides a new Harrell logo and clothing, the revived speed part maker's first product was a dual-carb intake manifold (see it at harrellenginesla.myshopify.com), which was one of the first speed parts ever made for the Ford V-8.

"We had to find good original parts that were never made in volume in the first place, reverse-engineer them, cast them in 356 aluminum, heat-treat them, straighten them, RotoBlast them, machine them and, where necessary, assemble them—and we still have to package them," says Carlsson. "It's a time-consuming, expensive, involved process, but one that I felt I had to do for the family. It's our legacy—how could you not?"

Having completed the twin-carb intake, "we've gone through a huge learning curve and moved on to the triple-carb intake and the cylinder heads," he continues. "As before, this is a significant investment both in time and money—tens of thousands of dollars—to reverse-engineer and recreate product that is faithful to the original. For example, the heads are different from others, as they have internal strengthening ribs running from the combustion chamber to the plug boss. No other aftermarket heads have that."

Beyond the big hard parts, Harrell's also plans to start making smaller ancillary parts that require less investment.

"I have quite a list," Carlsson reports. "We're also in the process of reconstructing the Harrell '29 Roadster that Jim and Nick raced to promote their business."

As vintage hot rod brands go, the Harrell name is right up there with great provenance and it's a brand that has not been butchered over the years because it simply wasn't in the public eye.

It's great to see it revived, and especially by a Harrell family member who's no older than Jim was when he started the company in 1932. ***TS***



Born in England, ***TONY THACKER*** *is an accredited automotive journalist, author and book publisher, and served as marketing director at the famed SO-CAL Speed Shop.*

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
- SFI Certified

IDIDIT LLC., 610 S. Maumee Street, Tecumseh, MI | 517-424-0577 | ididit.com

EV ROUNDUP

Recent happenings in the ever-changing world of electric cars.



Things are happening quickly in the world of electric vehicles. Here's a look at some recent EV news of importance to aftermarket shops.

EV HUMMER H1

With the electric vehicle marketplace continuing to grow, a new trend called "electro-modding" has started with companies such as North American Electric Vehicles (NAEV) redefining classic transportation with new, upfitted EV power with performance and sustainability in mind.

The company's new Executive Edition Cyber-Hummer delivers 1,000 hp and up to 300 miles of range. An initial limited-edition launch was set to begin rolling off the line at the company's new British Columbia manufacturing center and headquarters this summer.

"At North American Electric Vehicles, our goal is delivering an electric 4x4 solution that can get dirty but is just at home on the highway," says Jeffrey Kotulak, NAEV founder. "Historically, the H1 was such a cool truck and, interestingly, the classic design layout is optimal for creating an EV and balancing batteries. Transforming this military-grade vehicle into a powerful, electrified truck that can drop into a sprint in a couple seconds is such a blast."

Sporting dual-motor all-wheel drive power and a Level 3 Tesla battery, the Executive Edition Cyber-Hummer has a 0-60-mph time of 2.5 seconds. Each H1 is fully equipped with modern independent suspension that is fully adjustable, and stopping power comes from Tesla regenerative braking and Brembo calipers.

The company slimmed down the historically beefy overall vehicle curb weight so that the Cyber-Hummer weighs in at only 4,500 pounds, compared to the modern Hummer's 9,000-pound curb weight. NAEV engineers also strategically integrated Tesla-sourced battery packs low within the vehicle's frame in an effort to improve performance and handling.

Upgrades include a state-of-the-art sound system, MOMO steering wheel and vegan leather.

"The 2025 Executive Edition Cyber-Hummer from NAEV represents a pinnacle of electric engineering, showcasing what's possible when intersecting a classic H1 and electrification," Kotulak says. "From the vehicle's dual-motor dominance to the luxurious interior, every feature embodies a new era, bringing this wonderful beast back in a more civilized, thrilling way."

The Cyber-Hummer will be offered in Baja, Commander and Executive editions with four available colorways—gray, gold, white and black. A complete hardtop shell is another available addition.



North American Electric Vehicles' "electro-modded" Executive Edition Cyber-Hummer delivers 1,000 hp and up to 300 miles of range. (Photos courtesy NAEV)

AN EV IN BRUCE WAYNE'S TOWN HOUSE







The Automobili Pininfarina Battista hyper GT led a world-class exhibition of highly curated luxury and tech products that appeared in a Manhattan luxury town house inspired by fictional Gotham City billionaire Bruce Wayne. (Photos by David Christopher Lee)

A luxury town house inspired by fictional Gotham City billionaire Bruce Wayne has opened its doors, and the Automobili Pininfarina Battista hyper GT leads a world-class exhibition of highly curated luxury and tech products inside.

The unique opportunity to see the sophisticated bachelor pad of the civilian persona of DC's "Dark Knight," Batman—created in downtown Manhattan, New York—was part of a by-invitation-only Wayne Enterprises Experience immersive event in June.

Staged by Warner Bros. Discovery Global Consumer Products and Relevance International, the experience on West 17th Avenue was hosted within a luxurious seven-story town house. Every product displayed was carefully selected to reflect the lifestyle of its fictitious resident and included the latest designs from the worlds of personal mobility, fashion, technology and jewelry.

And every item—including four specially created versions of the all-electric Battista and B95 hyper Barchetta—was for sale.

First revealed on April 30, there are Gotham and Dark Knight variants of each car.

"Automobili Pininfarina and Bruce Wayne is the perfect partnership," says Paolo Dellachà, chief executive officer at Automobili Pininfarina. "Bruce Wayne is a billionaire visionary entrepreneur committed to technological progress, and we have created unique and bespoke versions of Battista and B95, which include new features developed for his exclusive tastes and needs. These are cars he would certainly have in his Gotham City garage."



EV ROUNDUP

ECD ELECTRIC DEFENDER



Another retro SUV to enjoy an EV makeover is the bespoke electric classic Land Rover Defender 110 from ECD Auto Design. (Photo courtesy ECD)



Designed to merge timeless design with modern technology, a recent example called Project Homecoming "takes green to all-new heights." (Photo courtesy ECD)

Another retro SUV to enjoy an EV makeover is the bespoke electric classic Land Rover Defender 110 from ECD Auto Design.

Created to merge timeless design with modern technology, a recent example called Project Homecoming "takes green to all-new heights," says the company. "Not only is this iconic classic Defender covered in a beautiful Land Rover Grasmere Green coat, but it is also green under the hood, powered by ECD's second-generation direct-drive electric powertrain. ECD's second generation EV has the versatility of three driving modes including Eco, Normal and Sport, as well as 2WD and 4WD selection. Built-in conveniences such as fast charging and hill decent assist provide for a superior user experience by reducing wait times between charges, while the regenerative braking system assists braking without the driver having to put pressure on the brake pedal."

Project Homecoming retains its rugged charm while embracing modern enhancements. The heritage-style grille, body-colored accents and black 18-inch Sawtooth wheels amplify its classic off-road appeal.

Inside, luxury abounds with Puma Classic front seats, middle row seats and seats in the load area, all wrapped in Garrett Caressa Coffee leather with elegant white diamond stitching. The sophisticated leather-wrapped Puma dash, custom MOMO Prototipo steering wheel and a full custom gauge set ensure a premium driving experience.

Modern conveniences such as a touchscreen infotainment system, JL Audio sound system and a suite of advanced features including a digital rearview mirror and blind spot assistant ensure that each journey is comfortable and connected.

"The custom electric ECD Land Rover Defender 110 will see thrilling adventures from both its new home in Florida and its second home in Rhode Island. In Florida, it will be driving from the sunny beaches through the tough Everglades, where its abilities can be highlighted thanks to its off-road capabilities and electric powertrain," officials note. "In Rhode Island, it will be cruising along the coast and through towns and country. The ECD Air Ride suspension and BFGoodrich All-Terrain tires will provide a comfortable driving experience in whatever terrain Project Homecoming encounters."

EV CHARGING 'TREES'



Gravity has released a new universal on-street mounting and cable system dubbed "DEAP Trees." (Photo courtesy Gravity)

EV infrastructure startup company Gravity has released a new universal on-street mounting and cable system, dubbed "DEAP Trees," for its 200kW and 500kW Distributed Energy Access Points (DEAPs). The company is striving to develop a network of on-street DEAP charging more expansive than Tesla's current Supercharger network.

Gravity's engineers in collaboration with design firm Rangr Studio took up the challenge of solving all the frictions in curbside charging. Each Gravity universal DEAP Tree has a hinged swing arm holding a cable that pivots down when charging begins, allowing it to reach the port of every make and model. When charging is completed, the arm raises automatically, and the EV connector seamlessly latches back onto the pole and out of sight.

The device is operable with minimal effort and avoids the long cables (or requirement for a user-supplied cable) common to other systems—preventing tripping hazards, obstacles to accessibility and potential vandalism.

"Right now, American cities are choosing the curbside charging that drivers will use for decades to come. Unfortunately, many are looking to obsolete overnight Level 2 charging with cables that clutter sidewalks and that don't fit the needs of urban EV drivers," says Moshe Cohen, founder and CEO of Gravity. Inc. "We took up the challenge of making every aspect of the on-street charging experience faster and better and can't wait to deploy our new DEAP Trees by the thousands. With even partial adoption by American cities, this product alone could quickly become the largest fast-charging network in America, eclipsing even the Supercharger network."

DEAP Trees require no utility upgrades to bring high-speed charging to the curbside and are capable of providing 200 miles of range in either 13 minutes (200kW) or 5 minutes (500kW)—accommodating multiple charging sessions per space each hour, according to the company.

POLARIS ON-TRAIL CHARGING



Polaris Inc. and the Michigan Economic Development Corporation (MEDC) celebrated the grand opening of an electric off-road vehicle charging network in Michigan's Upper Peninsula. (Photo by Daniel Boczarski/Getty Images for Polaris)

Powersports company Polaris Inc. and the Michigan Economic Development Corporation (MEDC) celebrated the launch and grand opening of an electric off-road vehicle charging network in Michigan's Upper Peninsula in time for the summer riding season.

Less than a year after Polaris received a Mobility Public-Private Partnership & Programming (MP4) grant through Michigan Office of Future Mobility & Electrification's (OFME) program to develop and maintain a trail charging network in Michigan's Upper Peninsula, the off-road charging network is officially open.

This first-of-its-kind network supports around 100 miles of scenic off-road trails in the Upper Peninsula.

"It is an honor to mark the opening of this unique off-road electric charging network developed in partnership with the state of Michigan and the local communities along this trail system. Polaris and Michigan are connected in our efforts to bring exciting innovation and the latest technology to outdoor recreation," said Andrew Chasse, vice president of Strategy and Partnerships, Polaris. "I'd like to thank the Michigan Economic Development Corporation in particular for allowing Polaris the opportunity to play a role in such an important initiative for the state and this standout milestone for the powersports industry."

Polaris partnered with Texas-based Yotta Energy, a leader in renewable energy storage, to provide the charging hardware.

Yotta's REV charging station is an integrated, scalable EV charging solution that includes solar production capacity and 120kWh of onboard energy storage, according to the company. The solution can be grid-connected or operate completely off-grid, making them suitable for use in remote areas and urban locations alike.

"Michigan is known as a Make-It State, leveraging our incredible talent pool that brings together innovation, grit, determination and visionary products of the future," said Justine Johnson, state of Michigan chief mobility officer, of the new partnership. "Working in tandem with Polaris to launch an electric off-road vehicle charging network in the Upper Peninsula exemplifies how working through public/private partnerships brings ideation to fruition in every corner of Michigan. We applaud Polaris's efforts to support the growth of a reliable EV charging infrastructure in one of Michigan's favorite ORV riding destinations."

ALPHA EV PATENT ALLOWANCE



American auto company Alpha Motor Corporation welcomed the latest patent allowance for its REX Electric SUV. (Photo courtesy Alpha Motor Corp.)

American auto company Alpha Motor Corporation welcomed the latest patent allowance for its REX Electric SUV. The milestone builds upon the company's electric light-duty vehicle lineup, including the WOLF Electric Truck and JAX Electric Crossover.

Alpha's modular vehicle manufacturing streamlines the production of electric vehicles by utilizing a common platform and interchangeable parts, according to the company. The strategy allows Alpha to efficiently produce a variety of EV models while optimizing economies of scale and reducing costs.

By leveraging a single production line, Alpha can efficiently manufacture a variety of EV models, providing consumers with access to a wide range of electric vehicles.

"Electric vehicles are crucial for achieving net-zero goals in the U.S. However, there is a significant shortage of accessible options. At Alpha, we are innovating to address the needs of the mainstream market and accelerate sustainable transportation," says Edward Lee, CEO of Alpha Motor Corporation.

Receiving the patent allowance for the REX Electric SUV underscores Alpha's commitment to driving the transition towards a cleaner, more sustainable future, Lee adds. ***TS***





WARM FEELINGS

Creating better heating efficiencies for specialty auto shops. ///// **By Jamie Tuinstra**

Operating a specialty automotive aftermarket shop comes with a number of responsibilities and costs. And just like the vehicles they service, these shops require regular maintenance and occasional updates to keep equipment and facilities in good working condition.

While summer may be an odd time to be thinking about heating, it's actually best to consider planning for preventative maintenance or replacement in the offseason while your system is not in use. The last thing shop owners want is to fire up those heaters at the first sign of cold temperatures and have them not work.

CHOOSING A HEATING SOLUTION

A lot of heat can escape through the open bay doors of an auto shop, leading to energy inefficiency and decreased heating effectiveness.

Opting for compact infrared or unit heaters that can be hung from ceilings is a good choice, as they are typically more energy efficient and do not take up a lot of space.

They can provide sufficient heat and are much more cost-effective options than larger commercial HVAC systems. Conventional heaters lose heat through ventilation, open doors and poorly insulated walls.

Infrared Heating Solutions

Infrared heating solutions are a good option for specialty shops. They minimize heat loss, providing significant energy savings. Even with bay doors open, the warmth remains within the heated zone, maintaining consistent temperatures.

Infrared heating systems will efficiently radiate heat to warm surfaces, machinery, tools, cars, floors and people.

Heat is delivered rapidly, emitting warmth almost immediately upon activation. This swift warm-up enables employees to work comfortably without the need to wait for the entire area to reach a desired temperature.

Although professional installation is recommended, the process is simpler compared to traditional commercial units. Modine, for example, offers an infrared heating unit equipped with externally mounted controls, granting access to the gas valve, control system, transformer and gas orifices, making the installation process easier.

Unit Heaters

Unit heaters are also an excellent option for auto shops. This type of heater has a smaller footprint, much like infrared heaters, and can also be hung up off the floor and out of the way.

Because they are compact, it's also possible to install multiple unit heaters around the shop to distribute heat evenly. Modine offers an electric heating solution called the Amp Dawg, which works well in light commercial settings.

The heat from unit heaters can be recovered quickly. When the bay doors

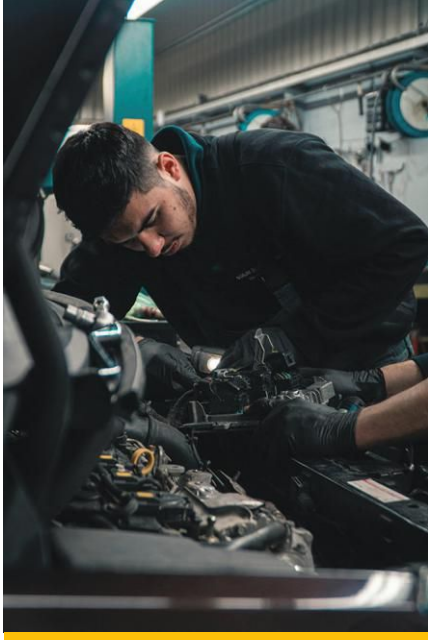


Infrared and unit heating solutions help keep specialty shop work areas warm. (Photos courtesy Modine)

(Above) Now's the time to plan for heating system maintenance or repair, before cold winter months arrive. (Photo by Laurel & Michael Evans on Unsplash)



Most shops have large bay doors that remain open a good portion of the day, making heating a challenge. (Photo by Jakob Rosen on Unsplash)



With utility bills representing a significant shop expense, selecting the right heating solution is crucial. (Photo by Sten Rademaker on Unsplash)

are opened, the unit heater will kick on to ensure an excessive amount of heat doesn't escape. In addition, as previously noted, they are smaller in size, allowing more room in the space for equipment and employees to work.

The universal nature of unit heaters makes them an optimal choice for many shops.

PREVENTATIVE MAINTENANCE

Preventative maintenance plays a crucial role in maximizing the efficiency, longevity and safety of heating systems.

Depending on the type of heating system, the maintenance requirements will vary. For electric heating systems, typical maintenance tasks will include inspecting and cleaning the heating elements and reflectors to remove any dirt, dust or debris that can hinder heat distribution.

Additionally, checking for loose connections, worn components or signs of corrosion that could lead to potential malfunctions is recommended.

It's best to have a licensed professional technician perform the inspection, as they are trained to identify any underlying issues.

For gas-powered units, technicians will check the equipment, including fans, wiring, gas pipes and venting systems, for any damage that may have occurred during the heating season.

They will also check for any cracks or rust on the heat exchanger, clean the burners and see if the vent pipe is rusty or blocked. They'll take a look at the water traps and condensate lines on high-efficiency units as well.

Additionally, they will examine thermostats for cleanliness, connectivity and correct temperature settings.

One issue that can arise with gas-powered heaters is an obstructed flame sensor. Over time, the flame sensor can become dirty or coated with residue from combustion, which can lead to issues such as improper burner ignition or frequent shutdowns due to false readings. The technician providing the maintenance should clean it.

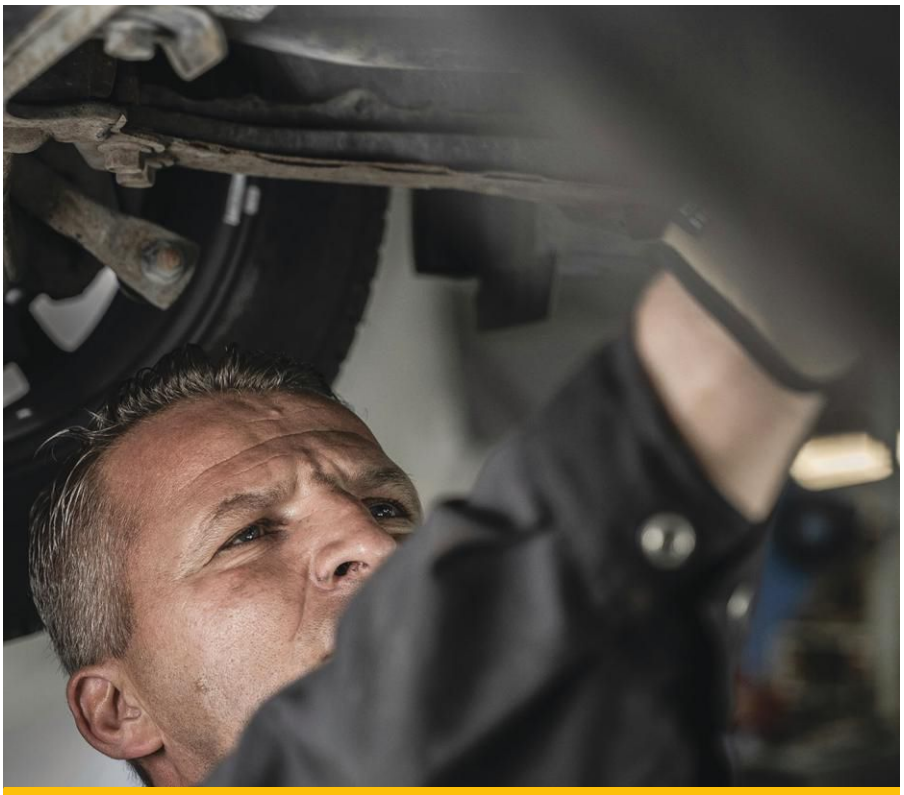
MAINTAINING COMFORT

Optimizing heating efficiencies in automotive shops is essential for maintaining a comfortable working environment and controlling operational costs. With utility bills representing a significant expense, selecting the right heating solution is crucial, especially considering the challenges posed by bay doors that often remain open.

While it may seem counterintuitive to focus on heating solutions during the summer months, planning for preventative maintenance or replacement during the offseason ensures that systems are ready when temperatures drop. **TS**



JAMIE TUINSTRA *is a product manager at Modine Manufacturing. He has been in the heating and cooling industry for 25 years and with Modine for 16. Modine provides systems and solutions designed to improve air quality and conserve natural resources.*



Optimizing heating efficiencies in automotive shops is essential for maintaining a comfortable working environment. (Photo by Jimmy Nilsson Masth on Unsplash)

PERFORMANCE PRODUCTS

Stock Your Shelves With These Go-Fast Components



Corvette Clutch Kits

Advanced Clutch Technology (ACT), Lancaster, California, presents a full range of 10.5-Inch Mod-Twin-Style Clutch Kits for 2014-19 Chevrolet C7 Corvette and 2015-19 C7 Corvette Z06 applications. The ultra-durable, customer-serviceable, long-lasting clutches offer extremely high torque capacity without the tradeoffs often associated with a twin-disc clutch. The products feature a modular hub system, providing versatility, and customization options of spring or solid hubs and Street or 6-Puck race discs.

EPA-Compliant Catalytic Converters



Street Series, Benicia, California, presents its R-CAT Catalytic Converters. Crafted in the USA to meet or exceed EPA standards, the converters are designed to optimize exhaust gas treatment, effectively reducing harmful pollutants while enhancing engine efficiency. Offering seamless integration into a wide range of vehicle makes and models, R-Cat Series 2 catalytic converters feature a 5.0-inch round body for increased precious metal loading, with a 400-cell ceramic. They are available in a variety of diameters including 2.0, 2.25, 2.5 and 3.0 inches.



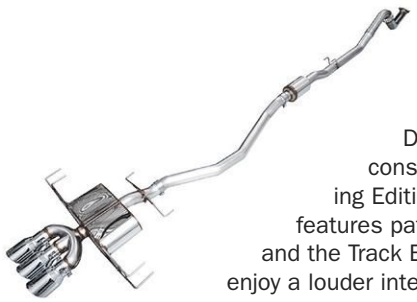
Cayenne Performance Radiator

CSF, Rancho Cucamonga, California, presents its Porsche 955/957 Cayenne High-Performance Radiator. Developed in partnership with **Berg Peaks Off-Road** in Colorado, the radiator features the latest 5mm fin technology. The smaller fin height significantly increases the heat exchange surface area, improving overall cooling efficiency and recovery. A larger 2-row, 42mm aluminum core increases the fluid capacity of the radiator and improves the core's ability to dissipate heat, while ultra-efficient multilouvered fins maximize airflow through the core.



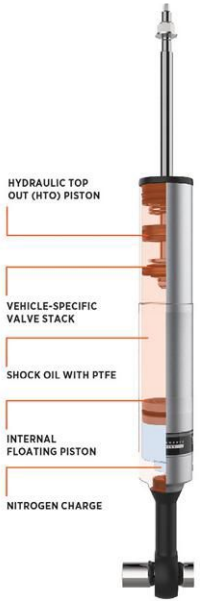
Toyota Tundra Exhaust System

BORLA Performance Industries, Johnson City, Tennessee, presents its True Dual Cat-Back Exhaust System for 2022-24 Toyota Tundra models that improves horsepower and torque. System 140940CFBA delivers the aggressive ATAK sound without any drone or resonance inside the vehicle. Systems with the classic S-Type sound are also available. Made from T-304 stainless steel they feature all-welded construction. System 140940CFBA features a carbon fiber tip. Systems with bright chrome on T-304 tips and black chrome on T-304 tips are also available.



Acura DE5 Integra Type S Exhaust

AWE, Horsham, Pennsylvania, introduces its new Exhaust Suite for Acura DE5 Integra Type S applications. The suite consists of two exhaust configurations—Touring Edition and Track Edition. The Touring Edition features patented drone-canceling 180 Technology and the Track Edition is raw and rowdy for those who enjoy a louder interior experience. The exhaust includes full 3-inch cat-backs with integrated 3-inch front pipes. Made in the USA, the systems deliver dyno-proven max gains of 4 hp and 6 pound-feet of torque at the wheels with stock downpipe.



Performance Coil-Over

FOX, El Cajon, California, presents its FOX 2.5 Performance Series HTO Coil-Over available for a variety of light-truck and SUV applications. Loaded with position-sensitive technology, vehicle-specific valving and larger pistons to improve on- and off-road performance, the bolt-on shock includes a Type II anodized aluminum body that efficiently dissipates heat and prevents corrosion. The 2.5-inch shock body features an internal floating piston (IFP) to separate the shock oil from the high-pressure nitrogen, optimizing damping.



BMW Packages

Dinan, Bowling Green, Kentucky, a **Holley Performance Brand**, presents the return of its Foundation & Experience Packages exclusively engineered for late-model BMW applications. The next-generation packages are a one-stop solution for Euro enthusiasts looking to bring more performance to their vehicles by combining popular intakes, exhausts and chassis components. The packages are designed to be comprehensive and convenient, helping enthusiasts integrate an intuitive and refined experience inclusive of better handling and sportier sound.

Civic Type R Suspension Upgrades



AST Suspension, Horsham, Pennsylvania, presents Adjustable Coil-Over Kits for Honda Civic Type R (FL5) applications. The 5100 Series system is compatible with OEM Honda top mounts and includes 60N/mm springs up front and 40N/mm in the rear. The 5200 Series employs 120N/mm front springs and 80N/mm rears while introducing an external reservoir and camber-adjustable front top mounts. The 5300 series delivers three-way rebound and low- and high-speed compression adjustability. Every kit features inverted dampers and true rear coil-overs.



Classic Vehicle Radio

Custom Autosound Mfg. Inc., Fullerton, California, presents its USA-230 Radio, designed for classic car or truck enthusiasts looking for a more affordable system without sacrificing quality electronics and a classic stereo look. The 200-watt USA-230 fits in the stock dash without any modifications required and offers AM-FM stereo, auxiliary input (RCA rear) RCA to 1/8-inch pin jack and digital clock. The electronic tuner has 16 pre-sets, four channel RCA pre-outs, a four-way fader and power antenna lead.



Classic Chevy Truck Steering Column

Flaming River, Berea, Ohio, presents a Tilt Steering Column for 1988-93 Chevrolet C1500 truck applications. Engineered with an upgraded turn signal switch, the pre-airbag column includes the ability to control wiper speed, windshield spray and cruise control, and is made in the USA. Underneath the turn signal switch is a user-friendly pushbutton for hassle-free headlight management. The system is designed for easy installation.

Jeep TJ Direct-Fit Dash Panel



AutoMeter, Sycamore, Illinois, presents a direct-fit Dash Panel upgrade for Jeep TJ models. Engineered to drop into the factory cluster location, the easy-to-install panel utilizes the original mounting points and accommodates rocker switches and two 5-inch and two 2-1/16-inch AutoMeter gauges. The system includes built-in LED indicator lamps for turn signals, high beam, Check Engine light, parking brake and 4WD notices. The black textured finish can be painted to match any interior.



Ram TRX Cat-Back Exhaust

Vance & Hines, Santa Fe Springs, California, presents the Holeshot Series Cat-Back Performance Exhaust System with signature Eliminator Tips for Ram TRX pickup models. Featuring a sturdy build with precision tubing and an engine-specific muffler, the system includes an elegant finish with dual 5-inch rear exit tips with 5-inch, CNC machined billet end caps. Easy to install, the cat-back setup improves power and sound while remaining emissions-compliant.

Light-Duty Diesel Motor Oil



Hot Shot's Secret, Mt. Gilead, Ohio, presents a new 0W-20 Light Duty Diesel Motor Oil for GM Duramax 2.7 and 3.0 engines, or any diesel engine requiring a Dexos D 0W-20 specification. Green Diamond Fleet is a 100% fully synthetic oil using only Group III base oils and is infused with patented FR3 Nano Technology that improves shear stability, film strength and friction reduction. The powerful additive package delivers longevity and performance while increasing fuel mileage and horsepower, even in extreme temperatures.



BMW XM Titanium Exhaust

Akrapovič, Horsham, Pennsylvania, presents a BMW XM Slip-On Line (Titanium) Exhaust System. The Akrapovič Sound Kit is also available, allowing drivers to remotely control the sound from the cockpit. Featuring high-grade titanium construction, the lightweight system achieves a total weight savings of 25 pounds. Sound is tuned to enhance the acoustic experience both inside and outside the vehicle, with integrated acoustic reflectors that direct external sound toward the cabin and two integrated exhaust valves at either side of the muffler.



Early Bronco Forged Steel Hub

LEED Brakes, Cheektowaga, New York, presents its Forged Steel Hub for early Ford Bronco models that pairs with its lineup of Bronco Front Disc Brake Conversion Kits and Power Boosters. The product replaces factory cast iron hubs with a new, heavy-duty wheel hub, designed to work with stock drum brakes or any LEED Brakes 1966-75 Bronco Front Disc Brake Conversion Kit. Installation is designed to be seamless and simple. ***TS***

AFTERMARKET ALLEY







Restore with Style
Fit the Ride Right Every Time
Foreign & Domestic
Rare Glass Finds (New Old Stock)
One-Piece Vent-Elimination Door Glass
Custom-Made, One-Off Vehicle Glass


Vintage Glass
www.VintageGlass.com
Plus Power Windows and Accessories, Including Power Trunks and Hoods at:
Ball's Rod and Kustom
www.ballsrodandkustom.com
Call us today for help with your next project:
888-282-8789

STEELCRAFT
• EQUIPPED WITH INTELLIGENT TECHNOLOGY THAT ADAPTS TO YOUR VEHICLE (NO MAGNETS).
• EXTENDS WHEN DOORS OPEN & RETRACTS WHEN DOORS CLOSE.
• INTEGRATED LED LIGHTS ILLUMINATE THE BOARDS WHEN DEPLOYED.
• EASY, NO-DRILL INSTALLATION.

NOW IN STOCK!
POWERGLIDE
RETRACTABLE BOARDS
CA: (888) 261-4537 | GA: (888) 261-4537 | TX: (888) 480-7167
WWW.STEELCRAFTAUTOMOTIVE.COM

ACCUAIR OFFROAD
THE INDUSTRY'S ONLY DYNAMIC LIFT KIT FOR YOUR JEEP®

MADE FOR
07-18 Jeep® Wrangler JK 3"
18-24 Jeep® Wrangler JL 3.5"
19-24 Jeep® Gladiator JT 4"
• Fully Adjustable Lift Kit
• Ideal for Towing & Offroading
• Side-to-Side Adjustability to Balance Weight
• And More!
ACCUAIR.COM
833-247-3696

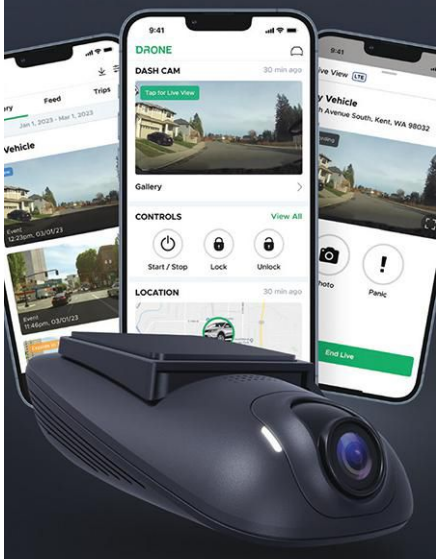
COGNITO
INGENUITY • QUALITY PERFORMANCE

LIFT KITS • SHOCKS ACCESSORIES
Available At
RANDYS
Call (866) 403.4840
Visit RANDYSWorldwide.com


Connect to all your shops from anywhere, anytime.
Easily keep tabs on your shops on the go.
Find out why auto shops choose Shopmonkey.
shopmonkey.io/multi-shop
shopmonkey

ATECH MOTORSPORTS
Global Wholesale DISTRIBUTOR
Powered by SUMMIT RACING EQUIPMENT
SERIOUS PERFORMANCE.
SERIOUS WHOLESALE POWER.
HIGH PERFORMANCE & RACE,
TRUCK & DIESEL, JEEP & OFF-ROAD,
STREET ROD & RESTORATION,
PREMIUM & STOCK REPLACEMENTS,
LATE MODEL
APPLY TODAY!
AVAILABILITY
Four Locations—Millions of Parts!
SELECTION
Access to Over 1,500 Top-Brands
CONVENIENCE
• FAST, FREE Shipping!
• We Export at Competitive Rates
SERVICE
Unbeatable Customer Service
ATECHMOTORSPORTS.COM
SEMA SHOW BOOTH #22533 11/5-11/8

DRONE XC
Eyes on Your Ride
Like Never Before



2K Dash Cam
Control
Tracking

www.dronemobile.com

MARADYNE
HIGH PERFORMANCE FANS

QUALITY AIR MOVEMENT products



SMART START HIGH PERFORMANCE FANS
MACH SERIES
CHAMPION SERIES
Jetstreme SERIES
Cool Cat DASH FAN

Designed, engineered and built to exacting specifications in our facilities in North America.

AMP Tires



Terrain Attack R/T
THE ULTIMATE OFF-ROAD TIRE
LEARN MORE

HOOVER Products
PRES-N-SNAP
INSTALLS SNAPS & GROMMETS



Installs snaps and grommets easily into canvas and vinyl

Versatile and easy to use Pres-N-Snap

Capable of setting numerous brands of fasteners simply by changing dies

Heat-treated cast aluminum makes it both lightweight and durable

Pres-N-Snap and all components are proudly made in the USA

951-654-4627 • HooVerproducts.com

LIQUI MOLY



One brand, all solutions



Auto Bild DIE BESTEN MARKEN IN ALLEN KLASSEN
BEST BRAND 2023
auto motor sport
auto TOP MARKE 2023
auto TOP MARKE 2023

www.liqui-moly.com

VEHICLE INTERIOR SEATING *SOLUTIONS*

Factory Replacement Leather Seat Upholstery
Custom Kits
Seat Heaters
Lumbar Support

LEATHER CRAFT™
by ROSEN
Automotive Interior Excellence

www.leathercraft.pro

ADVERTISER INDEX

ADVERTISER	PAGE #
AccuAir Suspension	53
Advanced Clutch Technology Inc	17
ATECH Motorsports	53
BALL's Power Windows LLC	53
BigCommerce Inc	29
Borla Performance Industries	37
Eibach Inc	23
Exedy Globalparts Corp	52
Firstech Inc	54
HooVer Products	54
IDIDIT LLC	43
Keystone Automotive Operations Inc	11
Lippert Components Inc	15
LIQUI MOLY USA	54
Maradyne High Performance Fans	54
Meyer Distributing	1
Motor State Distributing	5
National Performance Warehouse	7
RANDYS Worldwide	53
RealTruck	IFC
Shopmonkey	53
SPAL USA	39
Steelcraft Group	53
The Wheel Group	IBC, 54

ADVERTISER	PAGE #
Thermo-Tec	41
Torque Trends, Inc.	47
TrailFX	19
Tri-State Enterprises Inc	3, 52
Trim-Lok Inc	45
Turn 14 Distribution	BC
VOXX Intl Corp	25, 54
Wilwood Disc Brakes	9
Wilwood Disc Brakes	52

PRODUCTS	PAGE #
AccuAir Suspension	24
Advanced Clutch Technology	50
Akrapovič	52
AST Suspension	51
Atlas Automotive Equipment	33
AutoMeter	51
AWE	50
BendPak	32
BORLA Performance Industries	50
Cool Boss	32
CSF	50
Custom Autosound Mfg. Inc.	51
Delta Tech Industries	24
Dinan	51

PRODUCTS	PAGE #
Diode Dynamics	24
Flaming River	51
FOX	50
Gear Hugger	32
Hot Shot's Secret	52
Hypertherm Associates	33
JohnDow Industries (JDI)	33
K-Tool International	33
LEED Brakes	52
Leitner Designs	25
MAP Services Corp.	33
MetalCloak	24
Miller Electric Mfg. LLC	32
Mobile Solutions	32
RIGID Industries	25
Rydeen Mobile Electronics	25
Street Series	50
Tenneco	25
TOPDON USA	33
Tub O' Towels	32
Vance & Hines	51
Warn Industries	24
Zumbrota Drivetrain	24

The Advertiser Index is intended solely as a convenience for our readers and is not a written or implied part of any advertising commitment. As such, THE SHOP assumes no liabilities for unintentional errors or omissions.

SUBSCRIBE TODAY TO OUR NEWSLETTERS & MAGAZINE

THE SHOP

THE SHOP covers the full spectrum of the automotive aftermarket, from performance and racing, to restyling and vehicle customization, to off-road and diesel. If you're in the business of making vehicles run better, look better or work better, then you'll find everything you need to stay in top gear within the pages of THE SHOP.

Join to receive the THE SHOP magazine, The Daily eNewsletter, In Gear with THE SHOP podcast, video content, and more, all for free!

theshopmag.com/subscribe

Subaru Motorsports Debuts 2024 WRX Project Midnight



The 2024 Goodwood Festival of Speed in July served as the introduction for the new Subaru Motorsports USA "Project Midnight," called "the quickest and fastest-ever WRX." (Photos courtesy Subaru Motorsports USA)



The 2024 Goodwood Festival of Speed in July served as the introduction for the new Subaru Motorsports USA WRX "Project Midnight."

Called "the quickest and fastest-ever WRX," the all-black beauty was born from the success of the record-breaking "Airslayer" Gymkhana car and was designed for outright speed, according to Subaru Motorsports USA officials.

"Subaru Motorsports USA and the team at Vermont SportsCar have delivered an absolute beast. When driving the car, it clearly has rallycross roots, but the wider tires, track and geometry give it a very unique feel and incredible grip. The ultimate driving machine—half RX, half sports car, and a true joy to drive," said Subaru Nitro Rallycross driver Scott Speed, who helped develop the special edition.

The lightweight widebody machine inherits a legacy of rallycross dominance, now evolved to break records and push the performance envelope of the platform, the company notes.

"Project Midnight's" progenitor "Airslayer" was based on a 2020 Subaru WRX STI and starred in the viral video Gymkhana 2020, performing wild stunts including a 230-foot jump where its active rear wing controlled the car's airborne attitude.

While "Airslayer" did break records at timed events like the iconic Mt. Washington Hillclimb and Car & Driver Magazine's Lightning Lap, its real mission as a Gymkhana star meant it was built to be a jack of many trades. The question then arose: What if it was reimagined in the form of the current WRX with a singular focus on pure tarmac speed? And what if it were piloted by Speed, the Subaru Motorsports USA driver with a star background in everything from F1 to rallycross?

"Project Midnight" features ultra-wide aerodynamic bodywork and a radically enlarged version of the wing found on the team's WRX ARA24 gravel rally car. The carbon fiber body and a significantly lightened chassis give it a curb weight of well under 2,500 pounds—nearly 300 pounds lighter than the "Airslayer" and 1,000 pounds lighter than a standard WRX.

The project uses specially derived tarmac suspension geometry and swaps "Airslayer's" 17-inch rallycross wheel and tire package in favor of 18x11-inch OZ Racing Superturismo LMP magnesium wheels and 280/650R18 Yokohama ADVAN slicks.

Under the hood, a turbocharged, intercooled 2.0L flat-four engine produces 670 hp and 680 pound-feet of torque, revving to 9,500 rpm and spitting flames from its hood-exit exhaust. The power plant is the most recent, top-performing evolution of Subaru Motorsports USA's highly successful rallycross engine that helped Speed earn Subaru the Nitro Rallycross Teams Championship in 2021.

As he did in rallycross, Speed will help develop Project Midnight as the duo take on new challenges and set new records, according to the company.

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

AMP Tires

Terrain Attack R/T

THE ULTIMATE OFF-ROAD TIRE

SHOW OFF YOUR STYLE

DUAL SIDEWALL DESIGNS

SIDEWALL 1

A rugged, pocketed block design with varying heights

SIDEWALL 2

A dynamic stepped V-pattern, along with integrated AMP "A" tread blocks



GRIP LIKE NO OTHER

Designed to maximize off-road traction with large, open shoulder blocks & stone ejectors that channel away debris, even in extreme weather.



LONGER TREAD LIFE

A wide contact center patch & staggered sidewalls protect the tire from punctures or scrapes, increasing the tire's tread life.

LEARN MORE AT **AMP-TIRES.COM**

#CONTROLEVERYTERRAIN

50K MILE TREAD LIFE WARRANTY

MANUFACTURERS LIMITED LIFETIME WARRANTY



YOUR COMPETITIVE ADVANTAGE

TURN14 DISTRIBUTION x RANCHO PERFORMANCE SUSPENSION & SHOCKS

RS5000X SHOCK

Turn 14 Distribution is the premier B2B source for Rancho's off-road shocks, struts & lift kits. As a valued dealer, we provide you with access to industry-leading customer support, real-time inventory, flat rate shipping from our strategically located distribution centers, and 100% hassle-free returns.

100% WHOLESALE | TURN14.COM