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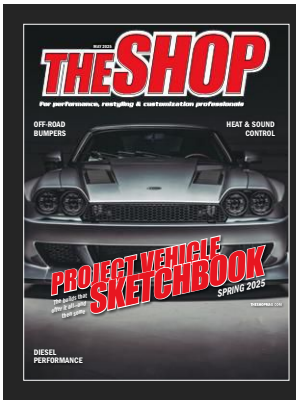
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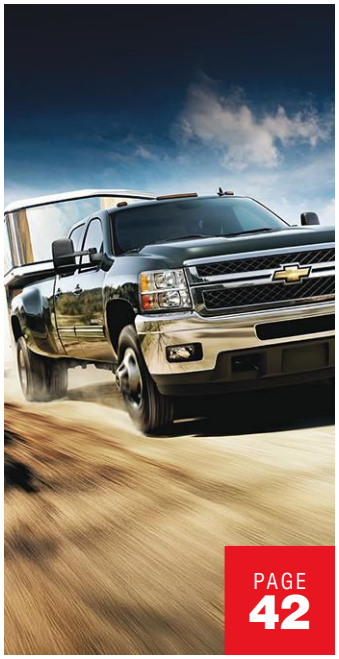
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Jef White
Editor in Chief
theshopmag.com

Dealerships Make Mobile Service a Priority

Have you ever thought about taking your accessorization services to your customers' homes or businesses? The idea is already gaining traction in the service and repair industries.

U.S. auto dealers are primed to add mobile service in a big way in 2025, meeting consumers' expectations for convenience and driving dealer profits, according to research from Curbee, which offers a platform that helps dealers implement mobile service offerings.

"Consumers want the same level of convenience in car care that they're accustomed to in other aspects of their lives," says Amit Chandarana, Curbee CEO. "And dealers are finding that not only does it make customers happy, but it's a new profit center that also frees up their service bays for more complicated appointments."

Much like with windshield repair or replacement, pet grooming and other services, developments that indicate 2025 is the year mobile vehicle service will evolve from a niche offering into a cornerstone of dealership strategy include:

- Mobile service was one of the top four themes discussed at NADA 2025 (the National Automobile Dealers Association annual conference).
- More than 90% of customers who have not visited their dealers' service centers in over 18 months accept a mobile appointment when given the option, Curbee reports.
- Major automakers like Ford Motor Co., General Motors Corp., Stellantis and VW are increasingly encouraging their dealers to add mobile repair services—including offering financial incentives—with at least one major OEM reporting a twofold increase in mobile orders over the past year, according to recent reports on mobile service in The Detroit News and Automotive News.

"This is the year white-glove service goes mainstream: mobile service and other touches can differentiate dealers and create brand-new revenue streams," according to the Dave Cantin Group 2025 Market Outlook Report.

Curbee officials say that mobile service not only boosts customer loyalty to a dealership's "fixed ops"—the departments that offer repairs and maintenance—but overall loyalty to dealerships, strengthening both service revenue and repeat sales opportunities. This underscores the potential for mobile car repair to evolve from a niche offering into a cornerstone of dealership profit-growth strategies in 2025 and beyond, officials believe.

"Mobile repair isn't just a modern twist on traditional service—it's a strategic opportunity for dealers to enhance operational efficiency," Chandarana says. "With the uncertainty of policies and tariffs, fixed operations allow dealers to plan for their business. Mobile service is a no-brainer for consumers, so it makes a lot of sense for dealers. It's a way to exponentially grow loyalty and profits, regardless of what's happening in sales."

Aftermarket shops may want to follow suit, taking their accessorization services to where their customers live and work. ***TS***

THE SHOP

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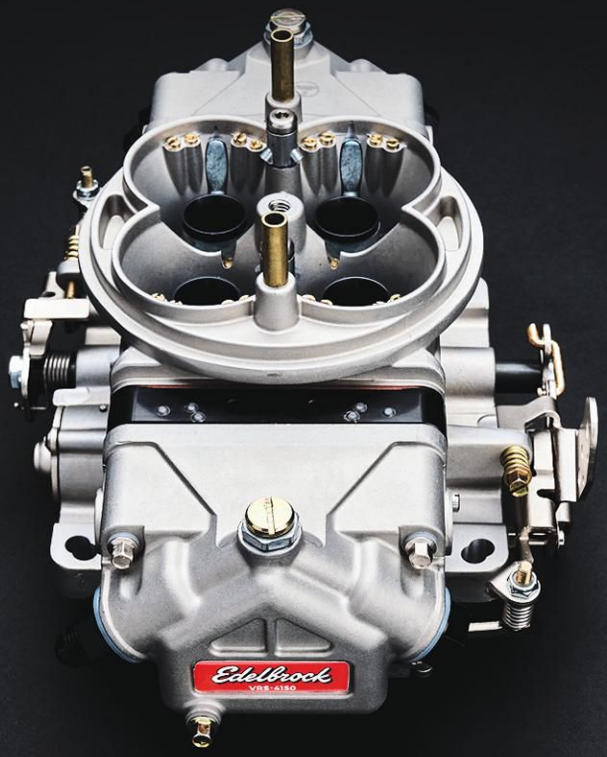
P.O. Box 530067
Birmingham, AL 35253

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.
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Keeping Your Strategic Plan Alive

Focus on these 5 tactics to achieve actionable results.

BY DREW YANCEY



Execution isn't an afterthought—it's the driving force behind growth. (Graphic courtesy Teleios Strategy)



Drew Yancey, PH.D., is founder & CEO at Teleios Strategy, a strategic planning, leadership development, executive coaching and succession planning advisory firm. He is also the co-author of "Leading Performance… Because It Can't Be Managed: How to Lead the Modern Workforce" and a frequent keynote speaker. Reach him at teleiostrategy.com.

While annual strategic planning roadmaps often outline ambitious growth goals, research shows a sobering reality—60% to 90% of these plans never fully come to life, often lost to the daily grind just months after creation.

The culprit? Poor execution.

As each year ends, leadership teams across industries are often immersed in their annual strategic planning, including specialty automotive aftermarket shops. Therefore, companies hoping to develop an outline later this year would do well to heed five highly effective tactics for turning strategic plans into actionable results.

These strategies empower companies to bridge the gap between planning and impactful, sustained execution.

5 TACTICS FOR ACTIONABLE RESULTS

Whether your approach for future planning involves retreats, detailed spreadsheets or simply high-level discussions about growth opportunities, ambitious companies often pour significant time, effort and resources into crafting what they hope will be a winning blueprint for success.

Most, however, are quickly undermined by poor execution. This reality teaches an essential truth—while creating a plan is critical, the ability to implement it effectively is what truly separates successful organizations from those that falter.

Every business, including a specialty automotive shop, needs a plan. Strategic planning provides the roadmap for achieving key objectives, navigating market volatility and responding to competitive threats. It defines your goals, market positioning and financial forecasts.

But there's a critical disconnect between planning and doing. Too often, leadership teams spend months perfecting their strategy but fail to turn those ideas into concrete, measurable actions.

The difference between success and stagnation lies in how well an organization can execute its strategic plan. Execution transforms intentions into outcomes. It bridges the gap between theoretical ideas and the day-to-day operations needed to achieve business growth.

Without a clear path from strategy to execution, even the most sophisticated plans will remain ineffective. These five steps will help deliver results.

1 CENTER ON STAKEHOLDERS

No plan can succeed without buy-in from key stakeholders—namely customers, employees, shareholders, suppliers and the broader community. Aligning your strategy with the interests and values of these groups is crucial.

Why? Because when stakeholders are engaged, execution becomes smoother, more efficient and more impactful. Stakeholders feel invested in the outcomes, which means they're more likely to support the

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necessary actions to bring the plan to life. Companies that focus on stakeholder alignment and engagement consistently outperform their peers in profitability, innovation and speed of growth. When your strategy considers the interests of all involved parties, you reduce conflicts, build trust and create a clearer path to execution.

2 FOCUS ON WHAT MATTERS MOST

One of the most common pitfalls in strategic planning is attempting to do too much. When leadership teams set too many priorities, resources become stretched, and focus is diluted.

While annual strategic planning road maps often outline ambitious goals, 60% to 90% of these plans never fully come to life. (Photo credit: xtock - stock.adobe.com)

The result? Initiatives stall or fail to deliver expected outcomes.

Radical prioritization means focusing your plan on the few actions that will deliver the most impact. It requires discipline—choosing what not to do can be just as important as deciding what to pursue.

Successful execution hinges on having clear priorities. By narrowing your focus, you can allocate resources effectively, monitor progress more closely and ensure that your team is fully aligned on what matters most.

Remember, unclear priorities are among the top reasons why projects fail.

3 SET GOALS THROUGH UNBIASED DECISIONS

Every strategic planning process is vulnerable to bias—whether cognitive (personal beliefs), organizational (company culture) or even emotional. At times, these biases can cloud judgment and lead to poor decision-making.

Plans that are not based on data-driven insights are often doomed from the start. To build an effective and executable plan, you must eliminate bias from the process.

How? Ground your decisions in evidence, analytics and real-world data. Consider using objective tools like market analysis, financial forecasting and stakeholder feedback to remove the influence of bias.

A debiased approach ensures that your strategy is rooted in reality, improving the likelihood of success while reducing costly missteps.

4 OVERCOMMUNICATE

Communication is one of the most underestimated aspects of executing a strategic plan. It's not enough to simply draft a plan and present it once during a team meeting.

To succeed, your plan needs to be overcommunicated. This means repeatedly sharing the vision, goals and key actions with all members of the organization until everyone is on the same page.

When employees understand the plan deeply and see how their daily work contributes to its success, they become more engaged and committed to its execution. Effective communication helps break down silos, align departments and create momentum across the company.





Strategic planning provides the road map for achieving key objectives, navigating market volatility and responding to competitive threats. (Photo credit: Anastasiia - stock.adobe.com)

A well-communicated plan ensures that every team member, regardless of role, knows what's expected, reducing confusion and driving collective action.

5 MITIGATE RISK

No strategic plan is immune to risk. Every plan comes with uncertainties—whether it's shifts in the market, economic downturns or internal challenges like talent gaps.

A successful plan proactively identifies and addresses potential risks. Risk mitigation involves anticipating what could go wrong and developing strategies to manage those risks.

By building contingency plans and setting up early warning systems, aftermarket shops can adapt quickly when things don't go as expected.

Proactively addressing risks increases your ability to navigate challenges, avoid costly mistakes and keep the plan on track. By embedding risk management into your strategy, you safeguard your execution efforts, ensuring smoother operations and stronger financial performance over the long term.

FROM STRATEGY TO EXECUTION

Creating a strategic plan is the easy part. The hard part is making it work in practice.

Organizations that consistently succeed in executing their plans do so because they embrace these five attributes. They align with stakeholders, prioritize ruthlessly, remove bias, communicate effectively and manage risk proactively.

Execution isn't an afterthought—it's the driving force behind growth.

When it's time for your shop to set its strategic blueprint, take a step back and ask yourself, "How executable is this plan?" and "Have we accounted for these five attributes?"

Then, make the necessary adjustments.

In the end, your strategic plan is only as good as your ability to execute it. By focusing on these core principles, you can bridge the gap between ideas and action, driving meaningful outcomes that fuel your business's growth and success. ***TS***



Restyling
AFTERMARKET ACCESSORIES

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Successful shops position themselves as knowledgeable, value-adding partners. (Photo courtesy IRONMAN 4X4)

THE LEADING EDGE

PART I
BY JEF WHITE

Off-road bumpers make a strong first impression & can spark future sales.

Editor's note: *This is the first in a two-part article highlighting the off-road bumper market. Part II, featuring additional manufacturers and suppliers, will appear in the July 2025 issue of THE SHOP magazine.*

Today's aftermarket off-road bumpers have become so prevalent that it seems strange to see an overlander or 4x4 rig without one. Offering appearance, performance and sometimes even safety benefits, the products are often the first step to a full vehicle upgrade.

A variety of styles allow for total customization, with benefits that can include mounting a winch or light bar and/or securing recovery items. Approach angles are improved as well in many cases, accommodating larger wheel and tire setups.

With so many suppliers and products on the market, education is important for professionals looking to meet the needs of local off-roaders. Manufacturers offer observations on the state of the industry, successful sales tips and hot products to give you the leading edge on aftermarket bumper sales.

WIDE APPEAL

Today's off-road bumpers are suitable for use on a wide variety of truck and SUV models.

"Up until recently, customers were concerned about accommodating (ADAS) sensors. But now, I think we are past that," says Tony Savasta, vice president of marketing for Westin Automotive. "We make it pretty clear that everything we build retains the sensors and will not affect their function, front or rear."

Some models can even improve safety, says Rick Sanchez, director of sales and marketing for Steelcraft.

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The market's popularity has attracted many manufacturers, meaning product knowledge is more important than ever for shop professionals. (Photo courtesy Carli Suspension)

OFF-ROAD BUMPERS

HOT PRODUCT:
Ford Bronco Front Bumper
FEATURES & BENEFITS:
12K Warn winch compatibility without blocking front camera; seamless integration of Baja Designs lighting and factory packing sensors; weighs less than 100 pounds empty for minimal effect on the front suspension; high-clearance design.

Carli Suspension
Dan Tourino
VP

HOT PRODUCT: Matrix Series
FEATURES & BENEFITS:
We combined our Premium Winch Bumper with our slim-fitting Vengeance Series; ready for up to a 12,000-pound winch; center mount for a 30-inch light bar; side opening mounts for LEDs; available in Full Guard, Prerunner Guard or No Guard.

Fab Fours
Jason Bukolt
Director of Marketing

HOT PRODUCTS:
Toyota Tacoma and Tundra Bumpers
FEATURES & BENEFITS:
Toyota truck owners are loyal and love modifying their rigs; bumpers are built tough but designed to integrate with factory sensors and cameras; engineered for easy installation, making them a shop-friendly product that doesn't eat up labor hours.

Fishbone Offroad
Michael Bernard
VP

HOT PRODUCT: IRONMAN 4X4 APEX Front Bumper Series
FEATURES & BENEFITS:
Combines rigorous safety engineering with trail-ready performance; OEM sensor integration; made from high-strength, pickled and cold-rolled steel; improved profile with higher clearance increases the vehicle's approach and departure angles.

IRONMAN 4X4
Katherine Abraham
Senior Manager, B2B Marketing

HOT PRODUCT: HD Bumper
FEATURES & BENEFITS:
Made from diamond plate and Schedule 40 pipe for strength; maintains factory tow hooks, fog lights and license plate; convenient receiver; punch plate grille; e-coated and powder-coated for maximum rust prevention.

Steelcraft
Rick Sanchez
Director of Sales and Marketing

HOT PRODUCT:
Bronco Winch Mount Front Bumper
FEATURES & BENEFITS:
Fits 2021-25 Ford Bronco models; made of full-width Q235A carbon steel; prerunner guard allows for additional LED light mounting; compatible with proximity sensors and Adaptive Cruise Control (ACC); includes two 3/4-inch D-rings.

TrailFX
Sara Ford
Marketing Manager

HOT PRODUCTS:
Pro Series Off-Road Bumpers
FEATURES & BENEFITS:
Rugged design with slim rear bumpers for reduced weight; e-coated heavy-gauge steel construction; front bumpers are winch mount-capable; provisions for lighting, shackles, sensors and tow hitches; available for a variety of popular truck models.

Westin Automotive
Tony Savasta
VP of Marketing

"By design, factory bumpers are made to protect the front end of your vehicle, but due to their low-cost construction, they often provide minimal protection. In contrast, our HD bumper offers superior protection that you can see and trust."

The market's popularity has attracted many manufacturers, meaning product knowledge is more important than ever for shop pros.

"A quick search for off-road bumpers often reveals more choices than a customer can digest, many of them homogeneous," says Dan Tourino, vice president of Carli Suspension. "This is good for the customer as, even though it requires more research to sift through, the manufacturers must do more to innovate and separate themselves from the redundancy of market options."

When it comes to outside factors affecting the market, it's no surprise suppliers first point to tariffs and material costs.

"Steel prices fluctuate, and with recent tariff changes, manufacturing and freight costs are up across the board," says Michael Bernard, vice president of Fishbone Offroad. "Shops have to balance pricing with customer expectations, which makes value-driven products more important than ever."

A tight economy means people having less discretionary income, says Sara Ford, marketing manager for TrailFX.

"With consumers focusing on essential expenses, fewer are buying off-road vehicles and accessories, slowing down sales. This slowdown is mostly due to hobbyists cutting back on spending, plus higher fuel and rising maintenance costs," she says.

The overall health of the automotive market also plays a role, says Jason Bukolt, director of marketing for Fab Fours.

"Several major factors impact our industry, including budget constraints, safety regulations, technological advancements and economic conditions. Each of these plays a role in the decision-making process when adding accessories," he says. "The rising cost of new vehicles has led many consumers to keep their existing vehicles longer. While investing in and upgrading a current vehicle



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MOPAR OFFERS RAM 1500 RHO PACKAGE



The Mopar '25 Package for the Ram 1500 RHO includes exclusive off-road-content inside and out. (Photo courtesy Stellantis)

Mopar has created an exclusive, limited-edition and collectible vehicle for enthusiasts looking to set bold new performance limits for off-roading in 2025. The Mopar '25 Package for the Ram 1500 RHO includes exclusive content inside and out.

"The inspiration for the new Mopar '25 flows directly from the concept truck we showed at the SEMA Show last November, which generated strong positive feedback on how well the Ram 1500 RHO was 'Moparized' by our design team," said Darren Bradshaw, senior vice president, Stellantis Parts and Services – North America. "We're proud to continue our annual Mopar customization program with innovations and exclusive appearance features that our enthusiast customers and collectors crave."

Using the latest addition to the Ram sport truck lineup as a canvas, custom Mopar Blue and Grey bodyside graphics provide a bold contrast to the Diamond Black Crystal Pearl Coat exterior color. Detailed within the graphics is a graduated repeat pattern of the Mopar Omega M logo.

Off-road-ready 35-inch tires mounted to 18-by-9-inch bead-lock-capable wheels help set an aggressive stance below the hourglass body design, with the widest fender flares in the current production Ram 1500 lineup.

Mopar exterior accessories include a fully integrated, bed-mounted spare-tire carrier, RamBar accessory bar, off-road-style running boards and Mopar Blue tow hooks front and rear. The truck bed surface is protected by a black, Mopar spray-in textured bedliner.

Inside is a multifunction instrument panel accessory rail that holds various mobile devices. A custom Mopar Blue serialized badge is affixed to the lockable center console.

Power comes from the all-new 3.0L Hurricane high-output straight-6 turbo (SST) engine rated at 540 hp and 521 pound-feet of torque.

An independent front suspension system includes active performance damping, and longer, upsized front upper and lower control arms deliver additional wheel travel and axle track width. The system features retuned spring rates, jounce bumper and damping control, and Bilstein Black Hawk e2 adaptive performance shocks.



Guide customers toward complementary products they'll eventually need. (Photo courtesy Fab Fours)

has its benefits, many manufacturers rely on new product sales driven by new vehicle purchases."

Katherine Abraham, senior manager of B2B marketing for IRONMAN 4X4, says while supply chain instability is having an effect, strong market interest continues to drive sales.

"Shifting consumer preferences are affecting demand. The overlanding and off-road adventure boom of recent years (accelerated by the pandemic) has more truck and SUV owners looking to outfit their vehicles for off-highway use. In fact, about 60% of pickup owners buy off-road parts or take their trucks off-road in some capacity, and activities like camping, trail riding and remote work travel have surged in popularity," she says.

Overall, consumers are seeking bumpers that balance functionality (winch mounts, light tabs, protection) with style and everyday practicality, she continues.

"There's also a trend toward vehicles that serve dual purposes—daily driver and weekend trail rig—which increases demand for products like our APEX Series that offer rugged features without compromising on-road comfort, aesthetics or safety."

ATTENTION TO DETAIL

When it comes to selecting the right bumper for every application, it's risky to make a choice based solely on price.

"The cheapest option may offer the best margin and price tag, which are enticing to both customer and shop alike, but the fit, finish and post-sale support are usually subpar, resulting in more labor than anticipated and less-than-stellar fit or finish longevity," says Tourino.

Driver education is always the best place to start, says Bukolt.

"Failing to properly inform customers can lead to frustration, vehicle issues and unnecessary expenses," he explains. "Shops don't need to upsell just for the sake of selling, but they do have a responsibility to provide



guidance and information about the product and its impact on the vehicle."

Shops can create processes for finding the best fit for each application, says Sanchez.

"One important aspect to consider is the review of instruction sheets. In addition to examining the finished product, it's essential to inspect the attachment points for strength and fitment. You should also take into account whether the customer wants to retain their tow hooks, factory fog lights and/or license plate," he says. "Furthermore, ensure that the bumper can accommodate the vehicle's adaptive cruise control and front camera features."

For bolt-on bumpers, installation is usually straightforward, says Savasta. But there are still details to consider.

"I would make sure to allow enough time for two things—one, make sure the alignment is perfect because the customer is going to check the gaps and bodylines when the job is delivered," he suggests. "And two, the electronics should also be perfect—the winch wiring, lighting, sensors, etc., should all be in perfect operating condition. Your customer will notice."

Bernard says there are always ways to fine-tune a shop's processes.

"A common mistake is not qualifying the customer's actual needs. Not everyone needs a full-blown steel winch bumper—some just want an aesthetic upgrade. Matching the bumper to the vehicle's real-world use case helps prevent buyer's remorse," he explains. "On the install side, skipping a dry fit is an easy way to waste time. Checking alignment before torquing everything down saves headaches. Also, confirming sensor compatibility before install can avoid customer complaints down the road."

Abraham offers a checklist of mistakes to avoid:

- Poor fitment/compatibility checks. "A frequent misstep is not thoroughly verifying that the chosen bumper properly fits the customer's specific vehicle and trim level."
- Ignoring sensor calibration and ADAS alignment. "Simply bolting on an off-road bumper without regard to radar sensors, parking sensors or cameras can result in malfunctions."
- Compromising structural integrity during install: "Installation errors can undermine the very protection a bumper is meant to provide."

Suggesting complementary items like LED lights or winches can create a "bumper bundle," says Ford.

"By failing to recommend these essential accessories, stores miss out on additional sales opportunities and leave customers unprepared for off-roading adventures."

A PLANNED PROJECT

When introducing bumpers to off-roaders, Carli's Tourino recommends highlighting premium options.

"Customers looking to outfit their high-end builds will pay for a high-end option so long as the product offers value for the additional money it commands," he says. "This leads to a better product that installs easier, fits without modification and boasts features for



Matching the bumper to the vehicle's real-world use makes for happy customers. (Photo courtesy Fishbone Offroad)

which end users are thrilled to pay (i.e. winch integration without loss of front camera, parking sensor integration that doesn't require adhesives, etc.)."

Customers will drive away happy if they feel their new off-road bumpers enhance their vehicle and its capabilities.

"There are a lot of choices out there, but it always comes back to having an accessorizing plan to present to the customer," says Savasta from Westin Automotive. "Even if they can't do everything in one shot, make a plan with them so, as they continue to add products, everything will match, look great and maximize their investment."

Remember, "accessories sell accessories," says Bukolt from Fab Fours.

"One of the best aspects of being part of a family of four brands is having products that complement each other. It all depends on the customer's needs and wants, but once they start with something like a bumper, it's easy to add more," he says. "Maybe they need a winch to go with it or some recovery gear. As they add weight, an upgraded suspension becomes necessary. All our parts work together, making it the best way to sell them. While certain upgrades may not seem essential at first, they will become necessary over time. It's best to guide customers toward the products they'll eventually need rather than waiting for potential vehicle damage due to a lack of preparation or proper upgrades."



Shops can create processes for finding the best fit for each application. (Photo courtesy Steelcraft)

Successful shops position themselves as knowledgeable, value-adding partners, says Abraham from IRONMAN 4X4, with a plan to:

- Educate and excite the customer: "Don't just sell the product—sell its benefits."
- Provide top-notch installation and after-sale support: "Emphasize to potential buyers that your shop will ensure a factory-quality fit and finish."
- Showcase your work and leverage mar-



A display vehicle allows customers to see the complete package in person and visualize how all the components work together. (Photo courtesy TrailFX)

keting channels: "By combining product expertise, quality installation and savvy promotion, a shop can significantly rev up its off-road bumper sales in a sustainable way."

Off-road sections and showroom displays can allow drivers to discover the products on their own at your shop.

"Reach out to your distributor and request displays, catalogs and other promotional materials," says Sanchez from Steelcraft. "We have pop-up banners that highlight our bumpers along with their features and benefits. Having these tools in your shop will encourage consumers to ask questions and spark their interest."

One main advantage shops have over online sales is the opportunity to show, and not just tell off-roaders about the products.

"Having a bumper installed on a shop vehicle or a customer's build makes a sale much easier. Also, bundling bumpers with lighting, recovery gear or skid plates increases ticket size and gets customers thinking beyond just one upgrade," says Bernard from Fishbone Offroad. "Leaning into social media is key, too. Posting customer installs, time-lapse installs or even quick how-to videos builds engagement and drives interest."

Having a fully loaded vehicle on-site lets off-roaders picture the bumper's appearance and performance.

"A display vehicle allows customers to see the complete package in person and visualize how all the components work together," says Ford from TrailFX. "Seeing the items in action helps customers make quicker decisions and gives them a clearer idea of what they need, ultimately increasing the chances of securing the sale." **TS**











For bolt-on bumpers, installation is usually straightforward, but there are still details to consider. (Photos courtesy Westin Automotive)



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LIPPERT



Heat and sound control products complement a wide variety of aftermarket accessories. (Photos courtesy Dynamat)

Relax
It's Covered

The benefits of heat & sound control products enhance the driving experience.

BY JEF WHITE

Whether they're in the mood for some peace and quiet or just want a place to chill, customers looking to level up their driving experience will enjoy the benefits of heat and sound control products.

Offering a variety of performance, protection and personal space upgrades, sound deadening and heat blocking solutions can be included in a variety of aftermarket projects for a high-end, professional touch. Add in an assortment of complementary nonautomotive uses and the profit center becomes even more attractive for restylers, 12-volt outlets, performance shops, off-road outfitters or anyone looking to deliver an elevated experience.

For a proper introduction, suppliers highlight industry trends, secondary uses and sales tips to maximize the market's potential, so the next time a customer comes in with a heat or noise complaint, you can tell them to relax, you have it covered.

GOES WITH ALMOST ANYTHING

An attractive aspect of offering heat and sound control products is that they make sense in a wide variety of projects and vehicles, accommodating today's push for higher performance and efficiency in modern and classic vehicles, according to Chris Schwartz, sales and marketing manager for Heatshield Products.

"With increasing horsepower, tighter engine bays and more advanced materials, managing heat effectively has become essential to protect components, improve reliability and enhance overall vehicle performance," he says.

Combine the performance benefits with customers wanting a cooler, quieter overall ride and shops have an attractive aftermarket offering, says Jeremy White, general manager for Thermo-Tec Automotive.

"Additionally, enthusiasts love restoring cars or just tinkering with their daily driver. Either way, cars generate a lot of unwanted heat that damages vital components and whether it's keeping your feet from burning up when you are out for a Sunday drive or protecting those components from damaging under-hood temps, our products keep things running smoothly," he explains.



Components made in the United States offer quality and price advantages, says Tim McCarthy, founder/CEO of HushMat.

"HushMat has provided the industry USA manufacturing since 1989. The tariff issue for Chinese produced goods will create a significant dilemma for many competitors. HushMat is and always has been 100% USA manufactured," he notes.

Eddie Shelton, VP of sales for Dynamat, agrees that the uncertainty surrounding tariffs could affect the industry.

"Although all our products are made in the USA, if the complementary products that our products are sold along with, such as

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HEAT & SOUND CONTROL PRODUCTS

■ **HOT PRODUCT:** ATAC – Advanced Thermal Acoustic Coating
■ **FEATURES & BENEFITS:**
Spray-, roll- or brush-on 2-in-1 barrier for auto interiors that controls heat and sound in one coating; unique Hi-Tech ceramic microsphere technology dampens noise and vibration while reflecting heat up to 375 degrees; non-toxic and water soluble.

Design Engineering Inc.
Steve Garrett
Creative Director

■ **HOT PRODUCT:** Dynamat ProX
■ **FEATURES & BENEFITS:**
Aggressive sound deadener launched one year ago; includes a butyl layer twice as thick and an aluminum constraining layer that is 25% thicker than Dynamat Xtreme; high damping factor verified through accredited, third-party lab testing using the SAE J1632 standard.

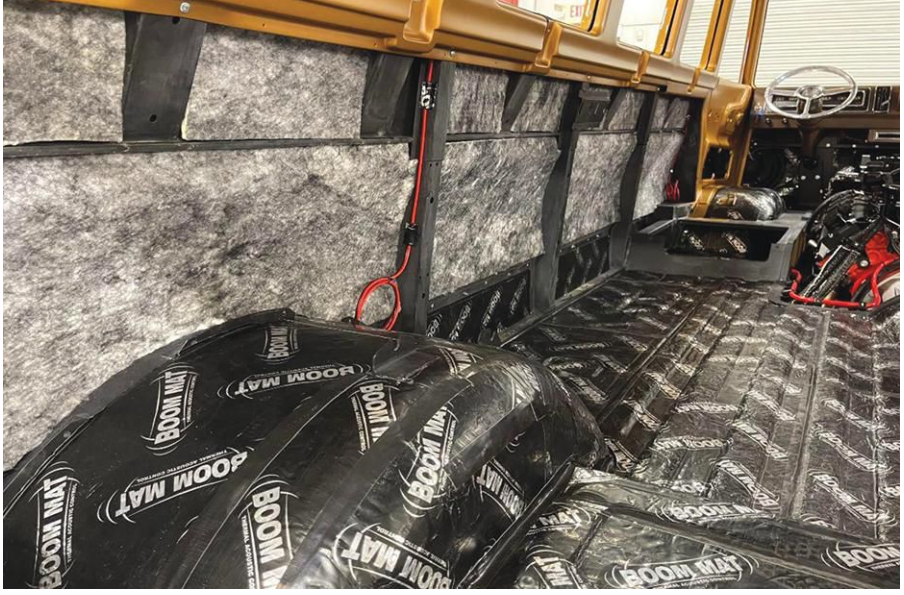
Dynamat
Eddie Shelton
VP – Sales

■ **HOT PRODUCT:** Heatshield Armor
■ **FEATURES & BENEFITS:**
High-performance thermal insulation that reduces radiant heat by up to 60%; keeps engine bays, interiors and components cooler; lightweight aluminum outer layer and proprietary insulation core; easy to install by wrapping around exhaust components with ties or straps.

Heatshield Products
Chris Schwartz
Sales and Marketing Manager

■ **HOT PRODUCTS:**
Model-Specific Kits
■ **FEATURES & BENEFITS:**
Portfolio of over 375,000 year-, make- and model-specific kits spanning nearly 100 years of automobiles; kits include HushMat Ultra sound deadening and thermal insulation material to treat the firewall, floor pan, transmission tunnel, doors, trunk and roof.

HushMat
Tim McCarthy
Founder/CEO



For every installation, the end goal is to deliver a complete solution. (Photo courtesy Design Engineering Inc.)

electronics and aftermarket components, are negatively affected by tariffs, I would consider that to be a significant factor for all parties involved," he reveals.

When they're ready to buy, product education helps customers see the benefits of using the proper materials for the proper application.

"There is a lot of misinformation that certain products control both heat and sound," says Steve Garrett, creative director for Design Engineering Inc. (DEI). "An example we've seen are people using roofing material or home insulation products in their vehicles, which is a bad idea. Make sure people know there are really good, made-in-the-USA products that solve these problems the way they are designed to."

Drivers will always be interested in reliable solutions they can count on.

"Customers are looking for a quality product like a composite that does more than just stop heat and lower sound," says Pat Hill, president of Koolmat Insulation.

FIND THE FIT

Heat and sound control products have been around long enough that most professionals will understand their most common uses, from under the hood to firewalls and door panels.

Suppliers say there's no need to stop there, however, as they've encountered plenty of unique and uncommon installations over the years.

"HushMat is specified by OEMs for use in powersports, marine, vans, motorhomes, home appliances, generators, HVAC equipment and many other industrial applications," says McCarthy. "HushMat Ultra's value as both a sound deadening and thermal insulating material offers a distinct value advantage for customers in all industries."

Shelton suggests taking the materials from the garage into the home.

"When I first started here, out of curiosity I decided to apply Dynamat Xtreme to one side of my stainless steel sink. Comparing the treated to the untreated side, the treated side doesn't ring as much and actually feels like a thicker-gauge steel when tapped on,"

Heat and sound control products make sense in a wide variety of projects and vehicles. (Photos courtesy Heatshield Products)





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HEAT & SOUND CONTROL PRODUCTS (CONT.)

■ **HOT PRODUCT:** Koolmat Insulation
■ **FEATURES & BENEFITS:**
Made in the USA; lowers sound by 23 decibels in the floor, firewall, tunnel, transmission and kick panels; thin profile fits under factory carpets; abrasion- and mildew-resistant; flexible to follow contours; easy to install with paste, sprays, straps or rivets.

Koolmat Insulation
Pat Hill
President





When questions arise, installers can find answers from suppliers. (Photos courtesy Thermo-Tec Automotive)

■ **HOT PRODUCT:** Suppressor Mat
■ **FEATURES & BENEFITS:**
A 70-mil-thick design allows for application in tight areas; strong asphalt-based adhesive to keep materials where they are applied; cross-link polymer integrated aluminized face increases abrasion- and puncture-resistance and reduces road noise and vibrations.

Thermo-Tec Automotive
Jeremy White
General Manager



The materials can be used in a wide variety of automotive and related applications. (Photos courtesy HushMat)

he says. "Other great uses are on HVAC systems, ducts, garbage disposals, dishwashers, uninsulated garage doors and anywhere you have thin, exposed metal or noise emanating from inside an enclosure."

Back on the street, a wide variety of vehicles will see value from the upgrades, meaning more work for aftermarket shops, says Hill.

"A quality composite product can benefit you by opening up OEM, EMS, automotive, aircraft, bus, RV and housing markets for your business," she says.

White's even seen an application on personal riding gear.

"Over the years we have provided products to the RV industry and for home, aviation, marine and off-road applications. We even had a customer sew one of our heat barrier products to the outside of her leather chaps to keep her legs from burning up on long motorcycle rides. If you have some sort of heat or sound issue happening, we have a product to stop it."

Regardless of the vehicle, spending time on hard-to-reach application areas is often worth the extra effort.

"Exhaust and performance shops can offer a custom heat barrier service using our HP Sticky Shield to protect interiors and components from excessive exhaust heat. Installed above mufflers, catalytic converters or upgraded exhaust systems, it blocks up to 90% of radiant heat, preventing heat soak, melted carpets and cabin discomfort—especially in restomods, muscle cars, performance builds and off-road vehicles," Schwartz reports, adding that a new technique is using high-temp RTV silicone instead of edging tape to create a tighter seal.

For every installation, the end goal is to deliver a complete solution, Garrett explains.

"Getting rid of noise and vibration is great, but doing that along with controlling heat at the same time is the perfect combination," he says. "The two problems go hand in hand. There are many subtle heat and sound issues you don't realize are problems



Drivers will always be interested in reliable solutions they can count on. (Photo courtesy Koolmat Insulation)

until they are solved. Then, when you hear and feel the difference, you wonder how you dealt with the noise and uncomfortable temps all along."

COMFORTABLE SALES

At their best, heat and sound control products do their job while out of sight and out of mind. Therefore, it's up to shops to bring awareness to the components before a project is complete.

One way to do that, says McCarthy, is through videos and visuals.

"Create an interactive experience for your customers to build awareness of the sound deadening and thermal insulation category," he advises. "Shops can utilize the comprehensive library of YouTube videos from HushMat to communicate product features and benefits, product installation and demonstrations in 1-minute segments."

Schwartz from Heatshield Products says an array of tailored installations using specialized products appeals to discerning customers looking for next-level protection, pointing to his company's Heatshield Armor, HP Sticky Shield, heat shield sleeving and sound deadening material options.

"By educating customers on the benefits of these products and offering professional installation services, shops can provide added value, leading to increased sales and customer satisfaction," he reports.

Regardless of market, drivers appreciate a professional explanation of the noticeable benefits the products deliver, says Garrett from DEI.

"Educating the consumer is just as important as the shop using the proper parts and materials," he explains. "For example, when needing damping material in a vehicle, get a good, quality butyl product instead of a cheap online material or home product material that can quickly fail and/or put off odors and just not perform the way it should."

Product education should extend to staff members as well, says Hill from Koolmat, so that shops can adapt to unexpected inquiries.

"Most companies only look to solve a heat problem when it comes up, (but knowing product capabilities) ahead of time helps accommodate those out-of-the-blue phone calls that come when you least expect them," she says.

When questions do arise, installers can find answers from suppliers, says White from Thermo-Tec.

"Shops can give us a call or send us an email and we can help educate and guide them to the right products for each application, making their job easier."

Ultimately, the adaptability of heat and sound control products make them a go-to add-on for almost any project, reports Shelton.

"They are a great complement to so many other aftermarket products. If a customer wants to upgrade a car stereo, Dynamat's products are an easy attachment sale that not only enhances the sound of that new stereo, resulting in a happier customer, but also increases the average ticket price and profits from that one sale for the shop," he says. ***TS***



The Case Against Buying Online Parts

For drivers who value a hassle-free experience, purchasing from a custom shop is the clear winner.

BY DINO PERFETTI

PHOTOS COURTESY AUTOMOTIVE CONCEPTS



In the world of aftermarket customization, the cheapest option isn't always the best.



Dino Perfetti is a 30-plus-year veteran of the automotive aftermarket and a past chairman of the SEMA PRO Council. He is engaged with several industry professionals with visions of increasing opportunities to bring products to market through car dealerships, commercial accounts and retail customers. Having joined Automotive Concepts in 2008, he is the president, leading a team in customizing vehicles for over 250 dealerships throughout the Midwest. Contact him at dino@ac-mn.com.

The rise of e-commerce has reshaped the automotive aftermarket, giving consumers instant access to a universe of parts at their fingertips. With just a few clicks, they can sift through an endless selection, compare prices and have parts shipped straight to their door.

But, while online shopping delivers convenience, the real challenge begins when it's time for installation. This is where custom automotive shops enter the equation, and where the debate begins.

As a shop owner, should you be making the case against consumers bringing in parts they bought on the internet for installation? Looking at the big picture, the advantages of purchasing accessories through a local restyler are clear.

For drivers, buying online may seem like a no-brainer—at least at first. Prices are lower, selections are broader and customer reviews offer reassurance before making a purchase. But what looks good on a screen doesn't always translate to real-world performance.

As we all know, compatibility issues, warranty headaches and labor costs can quickly turn a great deal into a frustrating ordeal.

On the flip side, buying directly from a custom shop ensures a seamless experience, trusted quality products, expert recommendations and warranty-backed installation.

So, the real question isn't just about price, it's about value. What's your time, peace of mind and long-term investment worth?

THE ALLURE OF BUYING ONLINE

There's no denying that the internet has changed the way consumers buy aftermarket parts. Bulk purchasing and lower overhead allow online retailers to offer competitive pricing.

The sheer variety of available parts makes it easy to track down rare or highly specialized components that a local shop might not offer. Customer reviews, detailed specs and side-by-side price comparisons add to the appeal.

But online shopping comes with risks. Just because a part is labeled "compatible" doesn't mean it will fit like a glove. Many require additional modifications, extra components or even a complete swap if they don't install as expected. Not to mention quality concerns.

Then there's the issue of returns. If a part arrives defective or fails after installation, the responsibility falls entirely on the consumer. And let's not forget labor. Many custom shops charge higher rates to install customer-supplied parts, while others refuse to touch them altogether due to liability concerns.

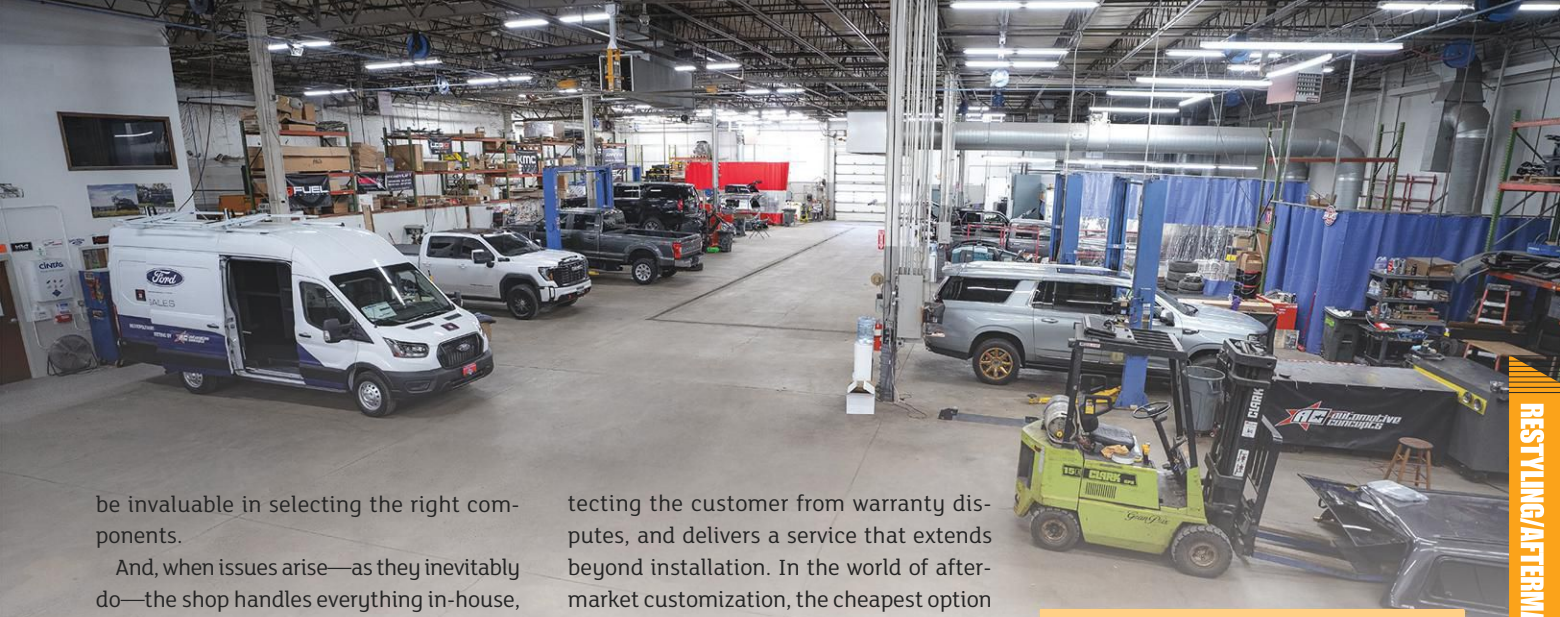
What seemed like a bargain for the consumer can quickly spiral into a logistical nightmare.

THE SHOP ADVANTAGE: WHY BUY DIRECT?

For those who want to avoid the hassle, buying directly from the custom shop is the smarter move.

Shops source parts from trusted suppliers, ensuring quality and proper fitment. When they provide both parts and labor, they stand behind their work with warranty coverage that protects the entire installation. There are no shipping delays and no retailer runarounds—just a smooth, professional experience from start to finish.

Beyond reliability, working with a shop means tapping into its expertise. Whether the goal is performance, aesthetics or offroad capability, professional knowledge can



From potential fitment issues to quality concerns and complicated return policies, buying parts online has its drawbacks for consumers.

be invaluable in selecting the right components.

And, when issues arise—as they inevitably do—the shop handles everything in-house, sparing the customer the hassle of chasing down replacements or paying for reinstallation.

THE REALITIES OF WARRANTIES & RETURNS

One of the biggest drawbacks of allowing customers to bring their parts to your shop is the lack of warranty protection on installation. If a shop installs a customer-supplied part and it fails, the shop is not responsible for replacing it.

The same scenario applies when the incorrect part was received. There is nothing more frustrating for a customer than delays in completing a project on account of inaccuracies in the purchasing process, whether the issue falls on the buyer or seller.

The consumer is now left dealing with the return processing costs, days or weeks of waiting and then potentially paying out more cash for labor all over again. Worse yet, a subpar or defective part can cause additional damage, turning a simple upgrade into a costly repair.

When buying parts directly from a shop, the warranty covers both parts and labor. If something goes wrong, it is taken care of—no hassle, no extra costs, no headaches. For many vehicle owners, that peace of mind is well worth the slightly higher price tag.

PRICE VS. PEACE OF MIND

Ultimately, the choice comes down to priorities. If cutting costs is the main objective, buying online might seem like the better route.

But, for those who value reliability, expert guidance and a hassle-free experience, purchasing from a custom shop is the clear winner.

From the shop's perspective, selling both parts and labor ensures quality control, protecting the customer from warranty disputes, and delivers a service that extends beyond installation. In the world of aftermarket customization, the cheapest option isn't always the best.

Whether upgrading suspension, adding performance enhancements or refining a vehicle's curb appeal, the total cost including time, warranty coverage and potential headaches should be factored into the equation.

Paying a little more up front can lead to a smoother ride in the long run. Consumers need to be informed of the pros and cons of their buying decision. The goal is to train your staff to start selling themselves, your company and the hassle-free experience right from the first phone call or email contact.

People buy from people they know, like and trust. Building a lasting rapport with your customers, based on exceptional service, is always the key component to growing a successful business. ***TS***





Replacement Radio

Custom Autosound Mfg. Inc., Fullerton, California, presents its USA-850 DigaDial Radio featuring virtual analog screen technology. A new product award winner at the 2024 SEMA Show, the radio allows users to choose from four unique displays, including classic analog settings and a digital display with station and song info. The unit also streams music via Bluetooth and offers MP3/WMA/FLAC playback from USB. Highlights include a built-in 300-watt peak amplifier, adjustable EQ and dual subwoofer outputs.

Rivian Styling Products



Rago Fabrication, Chandler, Arizona, part of **Horsepower Automotive Group**, presents new Styling Components for Rivian R1T pickups as part of its new Rago EV line. Offerings include a chase rack, solid front fairing roof rack, light pocket front fairing roof rack, roof rack RIGID round light mount, roof rack decking panels and bed cab MOLLE panels. Rago EV's roof racks feature six aluminum crossmembers, double-walled side panels, a rigid design and low-profile fitment. Two variations are available—solid front fairing and light pocket front fairing.



Wrap Film Color Collection

Avery Dennison, Mentor, Ohio, presents the Yiannimize Series Supreme Wrapping Film color collection. Previously only available in Europe, the Yiannimize Series was created in collaboration with U.K. celebrity car customizer Yianni Charalambous, better known as Yiannimize. Blending new looks and quality performance, and available only in 25-meter rolls, the new series includes four colors: Gloss Metallic Vibrant Violet, Gloss Pearl Tutu Pink, Gloss Pure Red and Satin Metallic Spy Grey.

Truck & Off-Road Packages



Holley Performance Brands, Bowling Green, Kentucky, introduces its Modern Truck & Off-Road Performance Packages. Designed to make aftermarket customization easier and faster, the packages include exhaust systems, brakes, suspension kits and electronic tuning products from the company's top truck and off-road brands, including Flowmaster, ADS, Baer, DiabloSport, AEM and Superchips, in a single solution. Featured applications include 2021-up Ford Bronco, 2014-up Chevy Silverado/GMC Sierra and 2005-up Toyota Tacoma models.



SxS Off-Road Tire

Yokohama Tire, Santa Ana, California, presents its new GEOLANDAR M/T G003 SxS tire. Engineered for side-by-sides, the rugged off-road tire is available in sizes ranging from 15- to 17-inch wheel diameters. Offering durability, cut and chip resistance and improved traction, the tire features GEO-SHIELD technology, which includes multiple sidewall plies, a full nylon cap and a high turn-up carcass for reliable protection. An optimized void-to-lug ratio adds performance on loose dirt, gravel and mud, while integrated mud and stone ejectors help clean debris from the tread grooves.



Chevrolet Tahoe Fender Flares

Air Design USA, Oceanside, California, presents its 2021-24 Chevrolet Tahoe OE Style Fender Flares. Designed to deflect rocks and debris and deliver a rugged, 4x4-inspired look to the large SUVs, the fender flares are made of OEM-quality polyurethane and built to last. The front fender flares keep turn signals clear and come in a smooth, textured-black finish.



New Seat Colors

TMI Products, Corona, California, introduces additional colorways to its popular Cruiser Collection of aftermarket seats. Lowback, Classic and Bench seats are available, along with matching rear bench upholstery. All Cruiser Collection seats feature a classic upholstery pattern, and completed seats come fully assembled and can be reclined to get the right angle for maximum comfort.

Overlanding Collection

OK4WD, Stewartsville, New Jersey, presents a new collection of Overlanding and Off-Road Equipment. Available products include new ModCAP campers, roof conversions and canopies from **Alu-Cab** for midsize and full-size trucks, and a wide range of storage solutions including drawers, cabinets and fridge slides for the INEOS Grenadier from **Buzz Overland**. Related offerings include rock sliders and accessories.





All-Season Mud-Terrain Tires

Ironman Tires, Huntersville, North Carolina, presents its All Country MT-X tires. The bold, all-season mud-terrain tires are designed to seamlessly transition from city streets to rugged trails, offering off-road traction while delivering smooth, reliable highway performance. Available in 22 sizes ranging from 15 to 22 inches, features include an innovative tread design with hook-shaped center blocks and interlocking elements, and a wide, square profile that improves handling and stability on uneven surfaces.



Digital Dash Cam

AutoMeter, Sycamore, Illinois, introduces the Guardian 360 Dash Cam. Engineered for performance, the four-channel dash cam captures every angle of the vehicle—front, rear and cabin—providing complete coverage for any journey. Featuring 1080p resolution with 150-degree wide-angle lenses delivering crisp, clear footage day and night, the dash cam's built-in GPS tracks location, speed and route data. The system includes loop recording and emergency locking, and a complete installation kit is included.

Universal Coil Spring Buffers/Blocks

RubberShox, Garden Grove, California, presents its Universal Coil Spring Buffers/Blocks designed to improve driving stability by reducing vibrations, enhancing weight tolerance and extending the life of vehicle suspension systems. The DuraTPE buffers enhance driving stability while extending the life of coil springs and the suspension system and preventing coil sag. Shocks from rough road conditions are absorbed and dissipated.









Battery Management System

REDARC, Lonsdale, South Australia, presents the Manager Alpha 100 three-way battery charger. Designed to redefine mobile power management, the innovative battery management system can charge from a combination of the vehicle (DC), mains or shore power (AC), and solar simultaneously. Available in 50A (coming soon), 75A and 100A capacities, it features built-in Green Power Priority that prioritizes solar input to minimize the load on the alternator. The system includes the RedVision display, providing real-time charge and battery level information. ***TS***

PROJECT VEHICLE SKETCHBOOK

The builds that offer it all—and then some

SPRING 2025



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TWR SUPER-GT 'SUPERCAT'

TWR has formally unveiled the Supercat, its radical new Super-GT underpinned by the legendary **Jaguar XJS**. It incorporates elements inspired by other racing Jaguars of the era, including the **XJR-9**, **XJR-15** and **XJ220** supercar.

True to its motorsport heritage, the Supercat has rear-wheel drive and a 6-speed manual gearbox for an authentic, engaging and entirely analog driving experience. Under the long, sculpted carbon-bodied hood lurks a V-12 supercharged engine producing 660 hp.

The body has been stiffened with an integrated, tubular steel structure with body panels finished in carbon fiber to deliver significant weight savings. Options include carbon ceramic disc brakes, fully programmable traction control, launch control and five distinct driving modes.

A double wishbone suspension, augmented by an active dynamic damping system, adapts to highly dynamic road and track driving settings. Its adjustable suspension and steering deliver a composed Super-GT driving experience.

Inside, the rear seats make way for a significantly extended luggage area, while a fully digitalized multimedia interface (MMI) supports **Apple** CarPlay and **Android** Auto. Carbon fiber-backed leather seats are available in a highly contemporary finish and a Heritage option that directly references the louvres from the original XJS seats.

The floorplan has been flattened and is finished with a reengineered, bespoke rear splitter. The car's wider width presents a more dynamic stance, particularly when paired with TWR Forged Monoblok 18- and 19-inch wheels.

Today's automotive technology is something to behold. Innovative breakthroughs are common and new ideas become reality faster than ever.

It's true for the cars and trucks people drive, and the aftermarket accessories they buy.

"Innovation has always played a major role in the automotive and powersports worlds," says Mark Beatty, brand director for Red Line Oil. "The advancements just in the last five years or so are unlike anything we have seen before. In our case, customers want thinner oils, increased longevity, better performance—the list goes on."

The exciting thing for the specialty automotive aftermarket is that these technological advancements aren't just for new vehicles. Many industry professionals spend their days blending the latest tech into classic vehicles with remarkable results.

For proof, look no further than the amazing project vehicles, special editions and concepts that pop up at consumer and trade shows, race weekends and automotive rallies. You never know what's under the hood or behind the dash of that muscle car or heritage vehicle.

In many ways, it's a staple of what the performance, race, restyling and off-road aftermarkets are all about.

"People say it's hard to have one foot in the past and one foot in the future. For us, it's a necessity," Beatty says. "We will never forget where we came from and the products that carried us to this point. Our very first product was our 2-Stroke Race Oil and to this day it is a major part of our business. Since that point we have engineered gear oils, transmission fluids, engine oils, suspension fluids, coolants and more as our industry has grown and needs have changed."

THE SHOP's biannual Project Vehicle Sketchbook looks to capture the imagination and cooperation that go into creating trendsetting builds that can redefine the market and generate new profit centers, building upon the partnerships that are the industry's bedrock.

"For years we have worked hand in hand with builders and race teams to design, test and develop new products. We never stop learning," says Beatty. "That is not only our tradition, but how we do things."

It's the best of both worlds—a combination of modern advancements and classic values that maintain the heart and soul of the motoring experience.

NISSAN SKYLINE GT-R R34





New for 2024, **Built By Legends** introduces a razor-sharp reimagining of the classic **Nissan GT-R**: modernizing performance while retaining the Japanese sports car's iconic design and neo-classic driving experience. Now available in the U.S. market for the first time after the expiration of the Imported Vehicle Safety Compliance Act, the Built By Legends **GT-R R34** is an urban streetfighter prized for its nimble handling, balanced power and lightweight engineering.



The model features a powerful 650-hp **Mine**'s MB7 engine (65 kgf-m/8,000 rpm limit) built on a 24U N1 engine block mated to a 6-speed **Getrag** heavy-duty 6-speed transmission.

Built By Legends works in partnership with Japanese Skyline specialist **Garage Yoshida** on each build. Donor cars receive replacement Garage Yoshida strut panels, cowl top brace and OEM hood ridge panels.

The R34 Skyline features the signature Navy underbody color, offset by four-layer Shiranami White Pearl details throughout. A special optional ghost stripe can be specified by the commissioning owner.

Highlights include **Rays** 21A 10.5Jx18 wheels and **Bridgestone** Potenza 71RS tires in 265/35R18 fitment.

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KALMAR 9X9 CONVERSION



Modern coachbuilder **Kalmar Automotive** presents the global debut of the **Kalmar 9X9**, calling it the "world's first retro hypercar." Describing them as "automotive haute couture," the Kalmar 9X9 will be introduced in three versions—9X9, 9X9 Sport and 9X9 Leichtbau.

Featuring technologies usually only present in large OEMs, the 9X9 model shown over the summer in Monterey features a 3.8L turbo engine producing 930 hp paired with a double-clutch transmission linked together by a sophisticated active all-wheel drive system transferring power to the ground via the adaptive suspension and rear-wheel steering. A lightweight Inconel exhaust system is also on board.

A fully bespoke double-wishbone pushrod front-axle suspension designed by **Danisi Engineering** in Italy allows for both rear- and all-wheel drive 9X9 setups. Shock absorbers from **Tractive** put power down through superlight magnesium rims and **Michelin** tires.

Additional highlights include **CarboBrake** 3D-printed lightweight titanium brake calipers paired with ceramic brake discs, bodywork that was extensively CFD tested by **Aerotak** for drag and downforce optimization, traditional analog rev counter with LCD screens and hidden roll cage.

1988 JEEP GRAND WAGONEER

Vigilante presents a brand-new, fiery crimson, wood-paneled **1988 Jeep Grand Wagoneer** completely reimagined as a street rod featuring an 807-hp **Hellcat Redeye** engine. The build starts with a newly developed modern chassis designed exclusively by the company and power is matched to a high-performance 4-speed **Bowler** 4L80E automatic transmission.

Performance is distributed to all four wheels via the **Atlas-II** transfer case and **Dana** 44/Dana 60 **Currie Enterprise** axles. Ensuring optimal handling and comfort, the four-link **Eibach** coil suspension combined with **FOX Racing** shocks provide a more balanced stance and smoother ride quality.

Highlights include 6-piston brakes with hydroboost power assistance, all-new tempered glass, machined 17-inch stock-looking wheels, two-tone paint livery with rich woodgrain tones, noise-canceling **Dynamat** soundproofing, modern climate control, **Moore & Giles** leather upholstery and **New Old Stock** corduroy inserts, and long shag carpeting made with specially sourced rare sheepskin hides.



2024 ARMORED TOYOTA TUNDRA



The **INKAS Armored Toyota Tundra 2024** is designed as the embodiment of powerful performance, reliability and security. Providing comprehensive protection, it features discreet CEN 1063 BR6-certified armoring for defense against high-power 7.62mm rifle ammunition and the detonation of up to two DM51 hand grenades under the vehicle simultaneously.

The pickup also delivers improved off-road capabilities and reliability. Equipped with advanced suspension and terrain response systems, it easily handles both city streets and challenging trails.

Features include multilayer ballistic glass, 360-degree perimeter protection, battery and ECM armoring, fuel tank protection, overlap system, run-flat tires, reinforced hinges, door travel retainers and driver's side operable window.

Available advanced security upgrades include engine bay armoring, engine bay fire suppression system, exhaust pipe protection, radiator protection and roof escape hatch.

Tactical add-ons include an INKAS CCTV + GPS system with 360-degree view, advanced night vision camera, siren/PA system with optional intercom and LED strobe lights front and/or rear. Available vehicle enhancements include a door assist mechanism, heavy-duty wheels, oxygen filtration system, front and rear reinforced bumpers, additional operable windows and blackout package.

A similar package is available for **Toyota Sequoia** models.

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PORSCHE 911 'EUROPEAN RS'





Award-winning restoration specialist **Thornley Kelham** reveals its **Porsche 911 "European RS"** restored to concours standards and then upgraded for modern performance.

Requiring more than 6,000 hours to complete, the meticulous build process begins with sourcing a pre-1964 donor, selected because of its inherent lightness. The bare shell is extensively modified to enable the car's more planted, poised stance and to accommodate the uprated chassis. It is also seam-welded for greater strength and stiffness, and torsional rigidity is further increased through a custom-engineered roll cage.

Highlights include carbon fiber front and rear bumpers; polycarbonate windows; aluminum-skinned doors and hood; **Connolly** leather and Alcantara; enhanced sound deadening; one-piece carbon fiber **RECARO** seats; **MOMO** Prototipo Black Edition steering wheel and repositioned gear lever for the G50 6-speed manual transmission; CNC-machined knobs; optional Porsche PCCM infotainment system complete with **Apple** CarPlay and Bluetooth connectivity; bespoke leather door pull straps; lightweight **Mazac** alloy window winders; period-correct 1970s Porsche ignition key; air-cooled 3.8L flat-6 engine with forged **MAHLE** pistons, bespoke camshafts and individual throttle bodies; **JRZ Motorsport** four-way adjustable coil-overs with **Eibach** springs; **Quaife** steering rack; **Wavetrac** limited-slip differential; 18-inch **Fikse** FFR wheels and **Michelin** tires.

GINETTA AKULA







British sports car racing company **Ginetta** reveals its exclusive track-inspired-yet-road-going **Akula**. Developed following its initial reveal in 2019, the supercar tops 180 mph with a 600-hp 6.4L naturally aspirated V-8.

Highlights include full carbon construction, steel motorsports roll cage, 50/50 weight distribution, unique midship engine positioning for optimum polar moment of inertia, and an aerodynamics package developed from the Ginetta Le Mans G61-LT-P1 LMP1 race car.

The Akula marks the 20th anniversary of Dr. Lawrence Tomlinson's acquisition of Ginetta and is exclusively limited to just 20 production models.

1979 JEEP CHEROKEE S

Texas-based Jeep builder **Vigilante** unveils a completely reimagined **1979 Jeep Cherokee S** imbued with Viper V-10 power to reach 825 hp. The build's backbone is a newly developed modern chassis designed exclusively by the company following a complete 3D scan of the original vehicle and a purpose-built wiring harness to ensure that all modern upgrades and components plug in seamlessly.

Paired with a 6-speed manual transmission that is Hemi-compatible and features four-wheel drive capabilities, performance is distributed to all four wheels via the **Atlas-II** transfer case and durable **Dana** 44/Dana 60 **Currie Enterprise** axles. The four-link **Eibach** coil suspension combined with **FOX Racing** shocks provides a more balanced stance and smoother ride.

Highlights include signature 6-piston brakes with hydroboost power assistance; stainless steel exhaust manifolds mated to a **Borla** dual in/out muffler with mandrel-bent stainless steel dual exhaust system; two-tone paint scheme with tribal stripe; original Levi's denim interior fabric and **Moore & Giles** fine leathers; signature machined Vigilante wheels, mirrors, grille and emblems; **Dynamat** soundproofing; modern climate control and Bluetooth radio compatibility.





PETERBILT TOW TRUCK



When it comes to **Specialized Towing**'s Peterbilt tow trucks, the family-owned business has relied on **Ozzie Saviñon**, graphic designer and owner of **Fantasea Media Inc**., to design and wrap its fleet for nearly 15 years.

The latest tow truck transformation was crafted in-house by the design team at Fantasea Media and wrapped using **Avery Dennison** MPI 1105 Easy Apply RS digitally printable wrapping film paired with Avery Dennison DOL 1370Z.

Saviñon extends credit to the project's team members, including installer **Hannier Dominguez**, vinyl application engineer for **House of Wraps**, Hollywood, Florida, whose precision brought the design to life, blending modern and retro features.

Danny Farah with **Doctor Dip**, Miami, contributed his knowledge of **Plasti Dip** rubber spray coating to the truck tower, which added to the continuation of the black color around the cab's lights.

And **Ryan Sandoval**, from **Glarb Design** in Ft. Lauderdale, provided paneling assistance, ensuring every aspect of the wrap was perfectly aligned and seamless, according to a press release.

"This project is a true testament to the power of collaboration," says Saviñon. "Designed and wrapped by us at Fantasea Media, it stands as a proud example of what can be achieved when talented professionals, and the use of high-quality materials, come together to create something this extraordinary. We couldn't be happier with the results. Specialized Towing is, too."



SUPER VENOM MUSTANG



High-performance vehicle creator **Hennessey** has revealed its new **SUPER VENOM Mustang** featuring a wide range of performance, aerodynamic and styling enhancements. The Texas-based firm increases the power of the **Ford** factory 5.0L V-8 engine by 70%, boosting output to 850 hp while sporting an all-new bespoke VenomAero carbon fiber performance kit that enhances handling and cooling.

Highlights include a high-flow air induction system, high-performance supercharger, upgraded fuel injectors and fuel pump, engine management system, and an aero kit consisting of a more aggressive front splitter, a functional front hood vent, side skirts, functional front fender louvers, a rear deck lid with an integrated duck bill and a tall, fixed rear track wing.

Customers can opt for three bespoke liveries—black, silver or red—to pair with the factory paint color, and inside can choose the **RECARO** seats upgrade.

THEON R



Theon Design's powerful-yet-lightweight **Theon R** is inspired by **Porsche**'s most focused road cars, including the original **911 S/T**. Fully restored and enhanced from a **964** donor, the build includes F1-grade carbon used throughout.

Power comes from a 4.0L, 24-valve, dual overhead cam, high-revving engine that drives the rear wheels through a 6-speed manual transmission. A competition-bred, bespoke Motion Control Suspension (MCS) ensures sharp handling, while the Theon R's aero package features a carbon fiber front splitter, rear diffuser, dramatic whale tail rear wing and an enclosed carbon "flat floor."

Inside, composite materials feature throughout, with single-piece seats. Touchpoints are covered in leather, while everything else is carbon fiber.



2019 CHEVROLET SILVERADO 1500

Outdoor lifestyle media company **MeatEater Inc.** and truck accessories supplier **RealTruck** recently partnered on a heavily modified **2019 Chevrolet Silverado 1500** crew cab pickup that was later auctioned through **Mecum Auctions** to benefit the nonprofit **Folds of Honor** organization.

The refined hunting rig featured a number of backwoods-centric RealTruck products including a **Bak** Revolver X4s hard roll-up tonneau cover, **Go Rhino** BR20 rear bumper, **Rugged Ridge** traction recovery kit, **AMP Research** BedStep and more. Reminiscent of an off-road/overland build, the truck sported a camouflage wrap, striking high-visibility orange accents and rugged exterior mods that tie into MeatEater's hands-on connection with the natural world.



1957 CHEVROLET BEL AIR



CRC Industries unveiled its most recent annual car project, a cherry red **1957 Chevrolet Bel Air** featuring a hydrogen-powered engine, at the **2024 SEMA Show.** It will later be auctioned to raise funds for CRC's **Build for the Future** scholarship program, aimed at supporting the next generation of skilled tradespeople.

Since 2023, CRC has sponsored a specialty vehicle modification project to auction to the public. The '57 Chevy features a red and black interior and a special twist—a hydrogen-powered, **Edelbrock**-supercharged Gen 3 Hemi engine built by **Mike Copeland**, retired **GM** engineer and CEO of **Arrington Performance**.

Sponsored by CRC, the build was led by racing legends **Clay Millican** (**NHRA** Top Fuel world champion driver) and **Jeff Lutz** from **"Street Outlaws"** and **Lutz Race Cars**. Highlights include a **TCI** automatic transmission, power steering and power brakes.

FJ142 TOYOTA LAND CRUISER



TLC 4x4 rolls out a **1989 FJ142 Land Cruiser** restomod that combines the chassis of a **Toyota** FZJ80 with the body of a classic FJ62, matching an attractive 1980s style with a brand-new, 430-hp LS3 engine.

Stopping power comes from **DBA** rotors and pads, while suspension is improved with OME springs, **FOX** racing shocks and **Slee Off Road** sway bar drop blocks. Upgrades include a 2.5-inch stainless steel exhaust, **Red-Head** steering box and a TLC4x4 long-range 40-gallon stainless steel fuel tank.

Adorned in a striking Aventurine Green coat of **Axalta** Cromax XP paint, the FJ142 includes an off-road front bumper, rear bumper with tire carrier, front fender vents, and rear 3/4 vents, along with a **Warn Industries** winch. Enhancing accessibility are **AMP Research** automatic steps.

The truck rides confidently on 305 NV **Method** wheels and 33-inch **Kenda** Klever R/T tires and sports **J.W. Speaker** LED headlights.

Inside, drivers will find **ICON**'s signature sun visors, handcrafted door panels featuring smooth billet handles and pockets, a **KICKER** KS Series Speaker system and **JVC** head unit featuring **Apple** CarPlay and a back-up camera, LED interior lights and sound deadening **Dynamat** insulation.

VENOM 800 F-150



Hennessey, the Texas-based hypercar manufacturer and high-performance vehicle creator, has announced a more powerful and even quicker alternative to the **Ford F-150 Raptor R**—the Hennessey **Venom 800 F-150** super truck.

With a package boasting 800 hp at 6,200 rpm and 757 pound-feet of torque at 4,100 rpm, the truck achieves 0-60 mph in 3.4 seconds and runs an 11.7-second quarter-mile. It also pairs exterior and interior upgrades with additional enhancements to the suspension, wheels, tires and powertrain.

Highlights include a 3.0L supercharger, high-performance fuel injection and high-flow air induction system, proprietary engine management calibration, dual-tip cat-back exhaust, 6-piston **Brembo** performance brakes, 6-inch **BDS** suspension lift with **FOX** coil-overs, upgraded rear shocks, 20-inch Hennessey 10-spoke wheels, 35-inch off-road tires, front and rear steel "Venom" bumpers, and LED off-road lights integrated into the front bumper.

Inside, passengers enjoy premium Hennessey script embroidered headrests, all-weather Hennessey floormats throughout, American flag inserts and a serial-numbered plaque.

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1966-77 SHELBY SPORT SUV



Gateway Bronco has introduced what it calls the world's first **Shelby Sport SUV** based on the company's retro-inspired **LUXE-GT Edition Ford Bronco**. Limited to only 10 SUVs per year, the Shelby Sport SUV is officially licensed by **Carroll Shelby Licensing** and features a classic-style body with modern chassis, drivetrain and braking systems.

An optional carbon fiber body (1966-77) is available instead of the base steel, and the build is powered by a 760-hp supercharged 5.2L **Predator** V-8 engine. The new, modern chassis is 110% stiffer than the original Bronco, teamed with an independent suspension and anti-lock brakes.

Each Shelby is painted with a Glasurit Piano Finish by **BASF** and is available in exposed carbon fiber with Highland green hue showing the craftsmanship of exposed carbon weave split down the middle of the vehicle.

Inside, the SUV is performance-focused, yet luxurious. The interior is covered with soft, supple leather and modern carbon fiber. **RECARO** seats, a vintage Shelby GT350 steering wheel and contemporary gauges maintain the purposeful styling. Traction control is available.

1971-80 VELOCITY SCOUT II

Velocity, a classic vehicle modernization company, has a new line of classic **1971-80 International Scout IIs**. Featuring a brand-new LT1 V-8 engine mated to a 10-speed automatic transmission, a **Roadster Shop** chassis with custom suspension and modern luxuries such as **Vintage Air** climate control and a **Focal** sound system, the builds blend modern performance and reliability while maintaining their original charm.

Each Velocity Scout II comes equipped with **Dana** 44 front and Dana 60 rear axles, **Wilwood** 4-piston disc brakes, custom **Glasurit** paint, unique body graphics and an optional OEM-style hardtop. **JW Speaker** LED headlights light up the night, set in a bespoke grille with chrome bumpers.

Highlights include 35-inch **BFGoodrich** All-Terrain tires wrapped around 18-inch **MT** Bullet polished alloy wheels, **AMP Research** Power Step retractable running boards, and all-new glass and weather seals. Optional upgrades include specialty graphics and a blackout package that includes a full chrome delete and 18-inch black **Method** alloy wheels.

Inside the cabin are an exclusive **Dakota Digital** gauge cluster and a wooden steering wheel attached to an **IDIDIT** tilt steering column. A premium Heritage Edition trim level is also available.



1961 JAGUAR ROADSTER



E-Type UK completed a painstaking 3,500-hour restoration and bespoke upgrade program on a **Jaguar E-type Series 1 Roadster**, producing a refined and optimized British speedster. The 1961 lefthand-drive model was treated to de-seaming and rounding of bodywork edges for a new aesthetic.

Finished in an Opalescent Gunmetal hue, the base 1961 roadster has power to match its appearance. The fully stripped block was honed, bored and fitted with high-lift cams and new bearings, bronze valve guides, uprated valves, a ported head and a balanced crank. It is now fed by fully rebuilt triple SU carbs, with an increased compression ratio and new, lighter flywheel.

The car now also benefits from electronic ignition, sport ignition coil, high-torque starter motor, lightweight alternator and performance cooling system.

Inside, a custom finish was applied to the seats, sills and carpets, which are now adorned in red diamond-quilted leather, offset by a period-correct aluminum center console and dash, housing the iconic original lineup of Smiths gauges.

The team also fabricated a bespoke storage area across the rear bulkhead that doubles as a seating area for pets.



1975 JEEP CHEROKEE



ICON 4x4's **1975 Jeep Cherokee** restomod is part of the company's exclusive series of one-off builds, called **The Reformers**.

The Reformer series seeks to play a bit of revisionist history, transcending and elevating classic vehicles with a focus on revolutionizing drivability, all while elevating every detail within the builds themselves, according to company officials.

ICON began with an original 1975 Cherokee and a **1965 Jeep Gladiator**, adding a traditional Cherokee Indian pattern symbolizing "safe flight"—an abstract representation of an eagle feather—featured prominently along the body and integrated into numerous details, from the gauges and coat hooks to the door trim and more.

For the interior, two premium leathers replace the original vinyl. The primary leather, sourced from **Moore & Giles**, was chosen for its rich aroma and soft texture. The second, from **Wickett & Craig**, is a vegetable-tanned leather traditionally used for saddles. **Trajan Vieira**, a master artisan and founder of **Mercury Leather Works**, carved the leather in the Sheridan style, a technique that gained popularity in early 1900s Wyoming.

With German wool square weave carpets hemmed in leather, an Alcantara headliner, bespoke gauges in the original housing, dash knobs and custom trim, the result is a legitimate piece of art on wheels.

Highlights include custom **Porsche** Chalk paint, a one-off **Art Morrison** chassis with coil-over suspension, hydroboosted **Brembo** brakes, **FOX** Racing adjustable nitrogen-charged shocks and tunable sway bars, 6.4L **Hemi** V-8, custom-built **GM** 4L85E transmission, **Atlas-II** transfer case and a **PSC** power steering box. The vehicle is equipped with **Currie Industries** ICON-specific **Dana** high-pinion axles, **BFGoodrich** All-Terrain K02 tires and ICON Old School Forged 18-inch aluminum rims with stainless dog dish hubcaps.

Modern conveniences include a **Vintage Air** Gen IV HVAC system, power windows, door locks, a digital audio system with **Focal** Utopia speakers and discreet LED interior lighting.



ELLECTRIC VEHICLES

EV PROJECTS

A look at some recent project vehicles & special builds incorporating electrification.

ELECTRIFIED LUXURY CLASSICS







Lunaz's commitment to crafting the world's most desirable electrified and elevated classics has prompted new orders for its **Aston Martin**, **Bentley**, **Jaguar**, **Range Rover** and **Rolls-Royce** models. Success is driven by growing demand from a worldwide customer base that appreciates the cars' beauty and iconography but has been deterred by the driving and ownership experience, the company stated.

The Lunaz process begins with a bare-metal restoration, requiring over 5,500 hours, providing the foundation for customers to collaborate with the company's team of in-house designers, engineers and restoration specialists to customize every aspect of their build. The result is a vehicle that seamlessly blends era-specific styling with modern usability and highly engaging driving dynamics.

RIMAC NEVERA 15TH ANNIVERSARY EDITION

In 2009, **Mate Rimac** started **Rimac Automobili** in Croatia. In 2011, he set a host of world records in his self-converted all-electric **BMW** based on a **1984 3-series**.

By 2021, Rimac Automobili's all-electric hypercar that became the **Nevera** defined a new performance experience. To celebrate 15 years, a limited-run iteration of the **Rimac Nevera** has been revealed: the 15th Anniversary Edition.

Only nine bespoke examples will be built, with the first car finished in a new shade of copper, debuting matte paintwork for the first time. Each of the nine is connected through consistent features including the exclusive dual-color alloy wheel design, 15th anniversary badging and the distinctive Rimac pattern that mimics the connections of a circuit board running the length of the car.

The interior of the car features copper anodized switchgear and copper-painted surfaces to complement its celebratory exterior. Special one-of-nine and "2009-2024" script adorns the armrest, and the cabin itself can be finished in bold black or pristine white, with seats featuring a contrasting copper leather and "15" embossed into the headrests.







ELECTRIFIED W113 280SL PAGODA





Electric classic car converter **Everrati Automotive Limited** presents the **W113 280SL Everrati Pagoda** as a prime example of the company's industry-defining technology that future-proofs iconic cars through the integration of electric vehicle (EV) powertrains. The conversion maintains the daily driving features of a timeless vintage sports car.

Historically manufactured from 1967-71 and known for its namesake concave removable top, the W113 230SL was lovingly nicknamed the "Pagoda" for its curving design line reminiscing the Japanese structure. A key stage of the careful restoration and re-engineering process was the integration of the car's new electric propulsion system—a state-of-the-art EV powertrain with power delivery optimized specifically for the vehicle, reaching 300 brake horsepower (bhp) and 300 Nm of torque courtesy of the all-new High Power Dense OEM-grade 3 phase AC motor with a 160-plus-mile range.

Highlights include cast-aluminum door shells and individually numbered alloy hoods, trunks and door skins; ornate bakelite steering wheel; German square box-weave carpets; a chrome-rimmed digital display; classic radio face with Bluetooth connectivity; cashmere leather interior from Scottish premium materials manufacturer **Bridge of Weir**; and vibrant Le Mans Blue exterior colorway.

The Everrati Pagoda is offered in two EV trim levels: Standard and Touring.

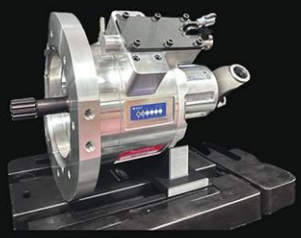
OILSTAINLAB HF-11



Oilstainlab introduces its first production car, the all-new **HF-11**. Designed as "an enigmatic machine unhinged in the obsessive pursuit of engineering excellence, timeless beauty and grin-inducing analog driving joy that only maniacs would understand," it registers top numbers of 650 hp and 2,000 pound-feet of torque at 12,000 rpm.

Registered as street legal and with only 25 limited-edition models available, the HF-11 features advanced aerodynamics and a bespoke carbon monocoque and is optimized for a 6-foot-3-inch driver with helmet. The Thunder-Volt system allows it to run a variety of engine types—an all-electric setup, or a gasoline-powered, mid-mounted flat-6 engine. Both can be shifted via a choice of a 6-speed manual transmission or quick-shift 7-speed sequential gearbox. ***TS***

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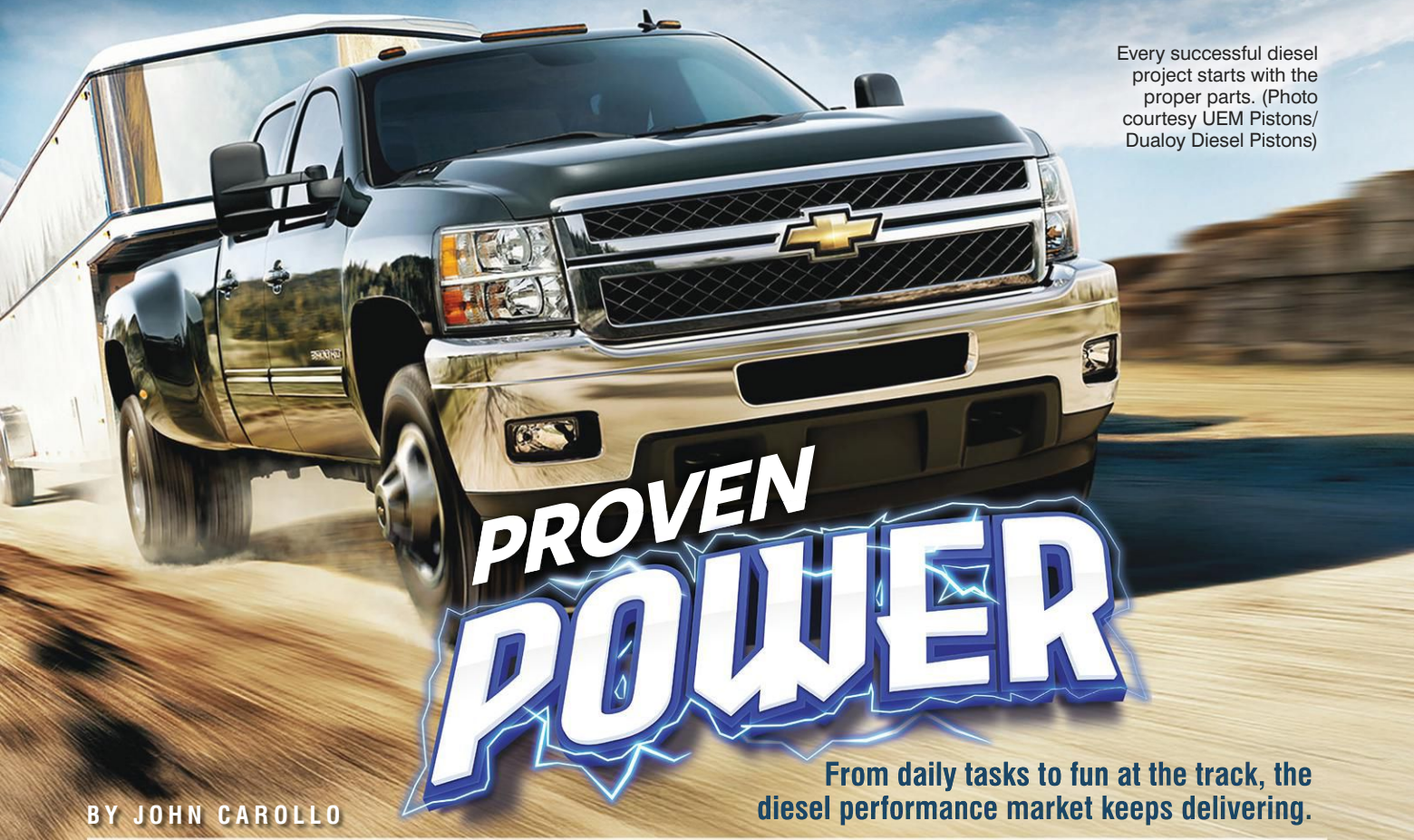
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PERFORMANCE

Diesel Motorsports p. 48 / Performance Products p. 52



Every successful diesel project starts with the proper parts. (Photo courtesy UEM Pistons/ Dualoy Diesel Pistons)

PROVEN POWER

From daily tasks to fun at the track, the diesel performance market keeps delivering.

BY JOHN CAROLLO

From heavy-duty industrial jobs to a fun day at the track, drivers can count on their diesel engines to provide a unique mix of power and durability. Loyal followers give the market roots and longevity, while technological advancements and product innovations keep things fresh.

Shops can take advantage by working to understand the subtleties that make the niche unique while connecting with passionate fans with ambitious plans. Suppliers offer observations on market trends, sales tips and hot new components that deliver on diesel's proven performance.

POWER TO THE PEOPLE

The diesel performance market begins with drag racing, sled pulling and dyno competitions, but has even more to offer, notes Eric Grilliot, product manager at MAHLE Motorsport.

"The modified street market has huge potential, whether truck owners are just looking for raw power upgrades with stronger internal engine components or larger turbos, improved towing performance from tuning or transmission upgrades, or better fuel economy—and, in many cases, all of the above. For instance, a well-tuned diesel engine can increase fuel economy significantly by optimizing air fuel ratios."

A common misconception shops face when selling or installing diesel performance products is that these upgrades are only for racing or high-performance enthusiasts, agrees Josh Steinmetz, brand manager at Hot Shot's Secret.

"In reality, many diesel owners, whether they use their trucks for work, towing or daily driving, can benefit from performance enhancements that improve fuel efficiency, engine longevity and overall reliability. Educating customers on the practical advantages of diesel performance

products can help shops expand their customer base beyond just the performance-focused crowd."

With more information on diesel performance products available online than ever before, there is of course plenty of corresponding misinformation as well. Shops that know and understand individual components and what works best in specific applications will have a head start on the competition.

Jamie Prochnow, retail program manager at AMSOIL Inc., starts with performance oils and other fluids.

"Shops need to educate themselves on not only the function, but the design of lubricants in order to educate their customers, earning them the opportunity to 'right-sell' to the customers' needs and expectations," Prochnow explains. "OEM and market-general fluids are designed to function under stock operating conditions. Modifying adds additional strains to the engine and drivetrain, and upgrading your lubricants should be a strong consideration."

The same holds true for cooling system needs, according to Alex Winter, application engineer at SPAL Automotive USA.

"In general, electric fan packages are seen as not providing enough power to cool a (performance) vehicle," Winter notes. "With modern electric fan designs and capabilities, brushless SPAL fans can be utilized effectively in performance machines."



Educate your customers to build trust and lasting relationships. (Photos courtesy AMSOIL Inc.)

Also under the hood, when it comes to piston upgrades, many drivers believe they need a forged version, says Pim Van den Bergh, director of sales and marketing at UEM Pistons/Dualoy Diesel Pistons.

"Often our Dualoy OE version or our Hammer series are great for increased boost, de-lipping and/or valve pockets. UEM will



PROVEN POWER

DIESEL PERFORMANCE PRODUCTS

■ **HOT PRODUCT:** Signature Series Diesel Engine Oil
■ **FEATURES & BENEFITS:** Offers six times more wear protection than the industry standard; excels in extreme temperature performance; the company is also seeing significant growth in driveline fluids with the noticeable increases in horsepower and torque from modern diesel engines.

AMSOIL Inc.
Jamie Prochnow
Retail Program Manager

■ **HOT PRODUCT:** Adrenaline Outlaw R100+ Performance
■ **FEATURES & BENEFITS:** A premixed high-performance diesel fuel for pulling, drag racing and other diesel motorsports; formulated with high levels of cetane for power and lubricity additives that protect pumps and injectors from wear; also acts as an upper cylinder lubricant.

Hot Shot's Secret
Josh Steinmetz
Brand Manager

■ **HOT PRODUCT:** 6.6L Duramax L5P POWERPAK Piston Kit
■ **FEATURES & BENEFITS:** Includes rings, pins and clips; offers the reliability and longevity of a cast piston with integrated performance upgrades such as a modified bowl design for improved strength; all-in-one package engineered to work together; available in several bore sizes.

MAHLE Motorsport
Eric Grilliot
Product Manager

■ **HOT PRODUCT:** The Beast 3700 Fan
■ **FEATURES & BENEFITS:** An 850-watt, brushless 18-inch fan; motor sealed to IP6K9K standards (waterproof/dustproof and waterjet capable); integrated power and signal electronics; "soft start" technology; digital control for smooth, reliable operation; temperature sensor options.

SPAL Automotive USA
Alex Winter
Application Engineer

■ **HOT PRODUCTS:** Auxiliary Fuel Tank Systems
■ **FEATURES & BENEFITS:** Options available including a 40-gallon in-bed fuel tank and toolbox combo; made in the USA using American-made steel; provides an extra 40 gallons of onboard fuel and offers 6 cubic feet of additional storage space; lockable fuel filler neck.

Transfer Flow
Warren Johnson
VP/Creative Director

■ **HOT PRODUCT:** OE Replacement Dualoy Piston Line
■ **FEATURES & BENEFITS:** Customers can get 2,000-2,500 hp with basic Cummins 5.9 and 6.7 pistons; M42 or Line-2-Line coatings available; Cerakote option for tops to shed heat away from the piston; state-of-the-art ring packs available for certain applications.

UEM Pistons/Dualoy Diesel Pistons
Pim Van den Bergh
Director of Sales and Marketing



The more experience a shop gains, the more intricate its specialized tips and tricks can become.
(Photo courtesy SPAL Automotive USA)

provide detailed prints to show a potential tuner how and where to alter a piston for performance."

Overall, strong supplier relationships keep shops up on the latest product technology, market trends and information, says Warren Johnson, vice president and creative director for Transfer Flow.

"We provide jobber and wholesale pricing with significant discounts, plus they make extra profit by installing products," he says.

NEXT-LEVEL INVOLVEMENT

Passionate diesel customers are often looking for long-term partnerships with businesses that can take builds to the next level.

"One of the biggest surprises for shops is the repeat business and customer loyalty that comes with serving the diesel performance market," Steinmetz says. "Diesel truck owners tend to be highly engaged, often returning for additional upgrades, maintenance and referrals. A satisfied diesel customer can be a shop's best long-term asset."

Prochnow says there are definite benefits to undertaking purpose-built, high-dollar applications, as more intense jobs create stronger bonds.

"Most diesel owners are looking for performance improvements for specific reasons and are less cost-sensitive when it comes to protecting their truck," he observes. "Also, diesel performance enthusiasts are high-loyalty customers. They readily share experiences through word of mouth and can be great ambassadors for your shop."

Johnson explains that manufacturers can help reinforce brand recognition.

"Once a shop has installed at least three of our fuel tank systems, they will qualify to be included on our Fuel Tank Installer List. This means that when customers search for authorized installers of Transfer Flow fuel tanks, the shop's name will be featured on our website and shared when customers call us looking for authorized installers," he says.

Instead of simply selling parts, look to create partnerships with projects that work today and anticipate future needs, suggests Grilliot.

"Although somewhat universal, diesel requires a strong understanding of the application and intended usage. The main intent of any upgrade should accompany a clear idea of the final plan for



Many diesel owners, whether they use their trucks for work, towing or daily driving, can benefit from performance enhancements that improve fuel efficiency, engine longevity and overall reliability. (Photo courtesy Hot Shot's Secret)

the vehicle, whether that be a new turbo, free-flowing exhaust system or high-performance injectors."

Then, the more experience a shop gains, the more intricate specialized tips and tricks can become, Winter adds.

"For instance, electric fans do not have to be mounted in line with the engine. Remote mounting a cooler can free up valuable space in the engine compartment and can create better airflow and therefore better cooling. With electric fans, the cooling performance is decoupled from the engine rpm—it is possible to have maximum cooling at engine idle. This can be a real benefit to the diesel performance market."

SALES STEPS

Share your product knowledge and market observations with invested diesel customers and sales will follow.



PROVEN POWER

CUMMINS UNVEILS MEDIUM-DUTY B7.2 DIESEL ENGINE

Cummins Inc. has updated its B-Series engine platform, recently unveiling the new Cummins B7.2 diesel engine at NTEA Work Truck Week in Indianapolis.

"Our B engine is a legend known around the world. We are proud to unveil the newest version, the B7.2 diesel engine, right here in our backyard," said Brett Merritt, vice president and president of the Engine Business division. "The B7.2 brings the latest technology and advancements to one of our most proven platforms. Combined with the rest of our medium-duty lineup, our customers will have the right engine choices to fit their business needs, with the power and dependability they have come to expect from Cummins."

The B7.2 diesel is the next engine in the B series Cummins HELM platform, following the B6.7 octane engine, and will bring state-of-the-art technology and continue to serve a variety of medium-duty and vocational applications including bus, pickup and delivery, utility truck, refuse, towing and more, according to officials.

The new engine will feature a slightly higher displacement, increasing to 7.2L, and is designed to be a global platform that allows customers to ensure their vehicles are ready for what's to come without sacrificing performance or durability. A higher displacement also allows for a wider range of torque offerings, creating flexibility for different applications and duty cycles.

"Our customers have used the B-Series engine for more than 40 years and rely on it every day to meet their needs," said Jose Samperio, vice president – North America On-Highway division. "It was important that we offer the reliability and performance that they have come to expect, while also creating an engine that is built to last for the future."



Cummins Inc. recently unveiled its new medium-duty B7.2 diesel engine. (Photo courtesy Cummins Inc.)

The B7.2 will improve unrestricted top-end performance ratings, providing 240 to 340 hp and 650 to 1,000 pound-feet of torque.

Additionally, the new engine will be automatic engine shutdown and stop-start capable for improved greenhouse gas emissions and will offer a compression release engine brake and extended oil drain interval pan option. It will also be equipped with Cummins' full suite of digital technologies.

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"Shops can increase sales by educating their customer base," says Steinmetz from Hot Shot's Secret. "Many customers trust their performance shop to recommend the right products to protect their vehicles. Hosting in-shop demonstrations, sharing before-and-after performance data and providing real-world testimonials can help build trust and drive more sales. Selling a high-quality product will lead them back to you for more recommendations in the future. Offering a wide range of services beyond just performance upgrades can attract more customers. This includes services such as regular maintenance including oils and additives, diagnostics, repairs, custom fabrication and installation of aftermarket parts. Also, bundling products, like pairing a fuel additive with a performance tuner, can increase the value of each sale while enhancing the customer's experience."

From local events to online forums, look to connect with the diesel enthusiasts in your area.

Look to create partnerships with projects that work today and anticipate future needs. (Photos courtesy MAHLE Motorsport)







Strong supplier relationships keep shops up on the latest product technology, market trends and information. (Photos courtesy Transfer Flow)

"Become the expert and educate your customers to build trust and lasting relationships. Get involved within the diesel performance community," suggests AMSOIL's Prochnow.

From there, every successful project starts with the proper parts.

"Our ring packs are PVD-coated top rings with chrome boron nitrite (CrBN) and a ductile iron second ring, resistant to extreme use. Customize your combustion bowl and use the Hammer series piston from Dualoy," says Van den Bergh from UEM. "This piston is a blank canvas that allows the shop to play with compression height, bowl and seat pocket design."

When it comes to pistons and rings, the correct selection of performance components for the application is crucial," says Grilliot from MAHLE Motorsport.

"For any high-performance diesel build, choosing the right pistons and rings ensures the engine can handle increased power while maintaining longevity and efficiency."

Meanwhile, modern electric fans can help save power for other uses, says Winter from SPAL Automotive USA.

"Electric fans are starting to touch the power required to suffice as primary and standalone cooling fan systems. Electric fans eliminate the parasitic energy waste of a mechanical fan when the fan is not needed. The airflow can be precisely controlled through variable speed control."

Finally, once a shop has the inventory and product knowledge to succeed, it's time to tell the world, says Johnson from Transfer Flow.

"Promote your company on social media and share your posts on truck-related social sites. Make sure to follow companies that offer diesel performance parts and engage with them by liking or commenting on their social media posts," he says. "Set a budget to boost your posts or ads in your local area as well. And always request in-house point-of-purchase displays or marketing materials from the companies you work with. They are often happy to send you catalogs, brochures, banners and promotional items." **TS**



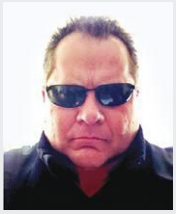


DIESEL Motorsports is looking forward to another year of action at the track.

Celebrating Diesel Power

DIESEL Motorsports is ready for a summer of drag racing, sled pulling & more.

BY RON KNOCH PHOTOS COURTESY DIESEL MOTORSPORTS



Ron Knoch is president of DIESEL Motorsports (National Association of Diesel Motorsports), a sanctioning body formed in 2007 for diesels that promotes all diesel motorsports associations, clubs and events, and hosts diesel drag racing, sled pulling, dyno competitions and Show-N-Shine events. Learn more at dieselmotorsports.us.

If someone told me in 2007 that I would still be doing DIESEL Motorsports events in 2025 (18 years later), I would have said they were crazy! I had planned to be sitting in a boat on some lake relaxing with a cold drink and fishing (whether I caught anything or not).

Nevertheless, DIESEL Motorsports is heading into our 18th year with some really great events and trips planned. As always, the weekend shows will involve HD pickup trucks, rods, semis and sometimes (since the COVID-19 pandemic) hot rods of all makes.

After attending our industry's winter meetings and events, I would say people are feeling optimistic about motorsports again and I'm looking forward to a lot of action at the tracks this year.

Will it be as big as it was in 2007? I don't think so, but activity will still be high.

The market has changed at least four or five times during the past 18 years of doing our events. Of course, engine technology has advanced within the diesel industry, bringing some of our trucks up to 3,000 hp. I would say the norm for horsepower in 2007 was around 400 hp, while today simple stock trucks are running 400 to 500 hp and the performance norm is more like 800 hp.

We also don't see too many stacks coming out of pickup beds like we did in '07, and the

2025 DIESEL MOTORSPORTS SCHEDULE

- **March 26-29**
  Summit 7.3 (seminars, truck show); Cumming, GA
- **May 3**
  Thunder in Muncie (sled pull, Show-N-Shine, dirt drags, trailer roundup); Gaston Lions Club Park, Delaware County, IN
- **May 17**
  HorsePower Festival (Show-N-Shine, swap shop, diesel/gas drags all classes); US 36 Dragway, Osborn, MO
- **June 21**
  East Coast Diesel Nationals (drags, sled pull, dyno, Show-N-Shine); Numidia Dragway, Numidia, PA
- **July 11-12**
  Redneck HP Show (truck/car drags, truck/car show); Rocket City Dragway, Huntsville, AL
- **Aug. 29-31**
  Horsepower Roundup (Show-N-Shine, music, swap shop, diesel/gas drags); Eddyville Raceway, Okaloosa, IA
- **Oct. 25**
  Route 66 Roundup (car/truck show, indoor expo); Cowan Civic Center, Lebanon, MO
- **Dec. 11-13**
  PRI Show; Indianapolis, IN

DIESEL MOTORSPORTS HALL OF FAME

DIESEL Motorsports started a Hall of Fame back in 2012 to celebrate those who've impacted the industry. On May 3, during the Thunder in Muncie event in Indiana, a permanent plaque will be unveiled at the Gaston Lion's Club Park listing all the HoF members.

The location is fitting, as it was the site of the first Thunder in Muncie diesel-only event, started by Eric McBride from nearby Albany, Indiana.

All HoF members were honored for their passion for the sport and advancement of diesel technology. They include:

- Dave Mitchell – 2012
- Scott Bentz – 2013
- Nowell Thomas aka HVAC – 2014
- Gene Mohney aka Sleddy – 2016
- Brady Williams – 2017
- Eric McBride aka DHRA – 2018
- Ron Knoch – 2020
- Bill McKnight – 2023
- Dave Radzierez aka Diesel Dave – 2024
- Bruce Block – 2025
- Jim Layden aka Lucky Dog – 2025





"Lucky Dog" Jim Layden (left) and Bruce Block (right) are this year's inductees into the DIESEL Motorsports Hall of Fame. (Photos courtesy DIESEL Motorsports)

tire/wheel combos have changed dramatically. Today's stock truck's suspension is more like riding in a Cadillac than a 1-ton pickup.

Finally, the electronics are unbelievable on these new trucks, with all kinds of computerization of driving functions and gauges. So, when you head to a DIESEL Motorsports event this year, you're guaranteed to see something new.

BUILDING ON SUCCESS

Let's talk about activities at the events since 2007. Our first years were heavy on sled pulling and light on drag racing. Most competitors drove their trucks to the events, competed in them and then drove them home.

At the long-running Thunder in Muncie (started in 2001) the sled pulling went from 6 p.m. to 2 a.m. with well over 40 trucks in each class. Fast-forward to this year's Thunder in Muncie, set for May 3, where inductees will enter the DIESEL Motorsports Hall of Fame during a presentation at the Gaston Lions Club (see sidebar).

Back in those early days, drag racing was done over the 1/4-mile, with just a handful of trucks running under 12 seconds. Yes, there were a few that could run in the 10-second range, but they tended to break down quite frequently.

Meanwhile, most of the experimental vehicles were rails or rods, and sometimes they ran under 9 second, but also had many mechanical difficulties. So, it was mostly about seeing what your street truck could run in the 1/4-mile back in 2007.

Dyno testing was much bigger 18 years ago as well, because the tuning industry had countless companies producing high-horsepower boxes that could push diesel drivetrains far beyond OEM standards. What many didn't know was that the OE drivetrain components could not take the additional power, which resulted in compound failures.

Thus, a new industry emerged based on building diesel drivetrains with heavy-duty replacement parts that could handle extra horsepower and torque.

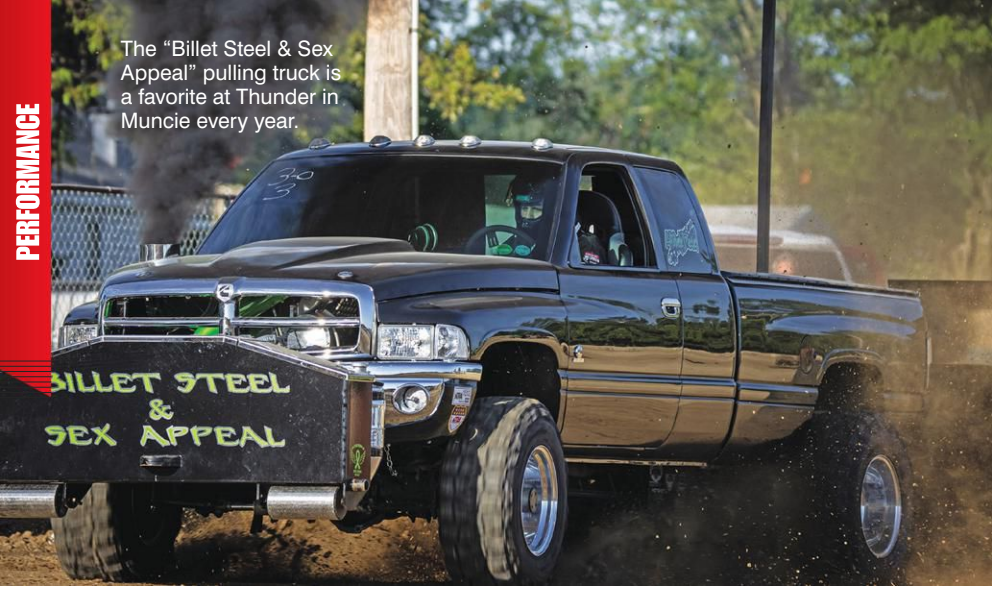
The truck show/Show-N-Shine portion of DIESEL Motorsports events has also grown quite a bit since the early 2000s. In the beginning, 20-inch wheel/tire combos were the exception, with most owners choosing 18-inch wheels and 2- to 4-inch lifts.

Of course, most of the spit and polish was focused on the paint and accessories including a performance-driven engine bay. Exhaust was mostly stacks with some unusual stack materials and shapes. The awards lineup often included Best of Show and individual honors for the best GM, Ford and Dodge vehicles.

Much has changed over the 18 years of promoting DIESEL Motorsports, as many promoters and businesses have come and



Hassler Diesel Performance pulls every year at the East Coast Diesel Nationals, which is coming up on its 15th year.



The "Billet Steel & Sex Appeal" pulling truck is a favorite at Thunder in Muncie every year.

gone over the years. Today's enthusiasts were barely out of grade school back in the early 2000s and many who helped start the industry are now retired, doing something else or have passed away.

PROMISING FUTURE

Jumping ahead 18 years to the 2025 season reveals many changes, not only in technology but also the marketplace in general.

The diesel market has grown to unbelievable numbers—in 2001 U.S. sales were $3.1 billion, while this year they are projected to reach $36.9 billion. That's more than a 300% increase, even in the age of EV directives.

Drag racing has overtaken sled pulling as the main activity at our events for several reasons. Most competitors are still in street trucks and run on the 1/8-mile tracks. I suggested the 1/8-mile distance many years ago, as it puts less stress on our big HD trucks.

As many have found, the faster diesels are no longer trucks having gone to partial tube frames and fiberglass bodies, thus making them Pro Mod dragsters in the SFI class rules.

However, with modern technology for our diesel drivetrains, we have full metal HD drag trucks running in the 5- to 6-second range in the 1/8th mile.

The ET Bracket (street trucks) is the biggest class because it is based on your estimated time for running the 1/8-mile instead of who is the fastest. Winning comes down to reaction time and keeping a consistent speed.

Meanwhile, sled pulling differs in each state. Overall numbers have dropped considerably since COVID-19, mainly because of rising costs. The regulations organizations impose on the pulling classes make the builds super-expensive for the 2.6 SB, 3.0 SB and 3.6/Mod classes.

Because of those expenses we have seen fewer pulling trucks. However, a new Open Class option seems to be quite popular. We are seeing growing numbers for the Open class because it involves a street truck that can be driven to the track and compete. Safety still applies for high-HP trucks, but competitors can check for local rules for the Open class.

Dyno competitions have fallen off because the tuner boxes have gone away, other than the mild trailer tunes that are still legal. Back in the day we easily had 60-70 trucks lined up for the dyno competitions, while now we're lucky to see 20-30.

The higher-end dyno displays are now for the specialty-built, high-horsepower trucks that run top speeds for a few seconds using nitrous and other accelerants. The dynos that are still tuned for everyday street trucks are hard to find and becoming less so.

In fact, I see a lot of dynamometers now up for sale, which shows the lack of use for everyday competitors.

Meanwhile, the truck show, or Show-N-Shine as we used to call it, has grown quite a bit because of the popularity of lift kits and larger wheel/tire combos. The higher the lift the more draw to the truck.

Also, the introduction of easy-to-get



Lift kits and large wheel/tire combos have helped the truck show segment of diesel events grow every year.



Even semis can go fast down the diesel drag strip.

truck wraps has given us some entertaining visuals. We easily get 60-100 trucks in the show portion of the events. No longer do you see large stacks on the trucks, but custom exhaust pipes out the back or sides instead. A complete package or Best of Show also entails customizing the engine compartment and the interior.

DIESEL Motorsports has more than 20 categories for the truck show portion that covers work trucks such as tankers, dump trucks, service and utility vehicles. Recently we have seen quite a few custom rat rods along with rat rod farm equipment. It shows the creativity of our rural wrench crankers. We never know what will show up.

COME ON BY

Our schedule has included fewer events since COVID, mainly because of increased travel expenses. Costs have doubled or even tripled since the early days for amenities such as hotels, food, airfare, fuel and event insurance.

Still, DIESEL Motorsports continues to hold events in rural areas because we enjoy the sport and the people we meet. Take a look at our events and if you are a shop owner, make plans to come display your brand and bring your customers' trucks.

All you need is a pop-up tent, some folding tables, a few shiny parts and some business cards. You'll be amazed by how many people will come by to talk about their builds. ***TS***

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PERFORMANCE **PRODUCTS**

Stock Your Shelves With These Go-Fast Components



Brushless Electric Cooling Fan

SPAL USA, Ankeny, Iowa, presents its Beast 3700 sealed brushless (SBL) fan. The 18-inch fan has a depth of 3.2 inches and a 3,700 cfm rating, with features including a motor sealed to IP6K9K standards (waterproof/dustproof and waterjet capable), integrated power and signal electronics, "soft start" technology that eliminates electrical in-rush spike, digital control for smooth and reliable operation, temperature sensor options for full variable speed control, reduced axial dimensions, low weight and high efficiency.

First-Gen GM F-Body & X-Body Front Subframes



Ridetech, Jasper, Indiana, presents a Performance Subframe for popular 1967-69 F body and 1968-74 X body platforms. The subframe design incorporates a 2-inch clearance improvement on each side, reducing the likelihood of contact with wider wheel and tire setups. Manufactured from ASTM A-500 steel and powder-coated satin black for a durable, attractive and corrosion-resistant finish, the system features updated suspension pickup points that achieve more desirable geometry (caster, roll center, Ackermann and camber gain) for improved performance and handling.



Industrial Belt Grinder

Scotchman Industries, Philip, South Dakota, introduces its new SG3 Industrial Belt Grinder with built-in dust collection system for efficient, heavy-duty grinding. Equipped with a 4.1-hp motor, the grinder provides consistent power for quickly deburring and sanding small and large parts, making it ideal for metal fabrication and production environments. The integrated dust collector helps create a clean and safe workspace. It is designed to provide durable, reliable, quiet performance for professionals performing high-quality metalworking projects.



Chevrolet ZR2 1500/ GMC AT4X 1500 Cat-Back Exhaust

BORLA Performance Industries, Johnson City, Tennessee, presents its Cat-Back Exhaust System for 2024 Chevrolet 1500 ZR2/GMC AT4X 1500 models that improves horsepower and torque. System 141005 is a True Dual design featuring an active exhaust valve that delivers the classic S-Type sound without any drone or resonance inside the vehicle. The system is made from T-304 stainless steel with turndown tips. All-welded construction offers durability and long life.



Chevrolet S-10 Transmission Kit

American Powertrain, Cookeville, Tennessee, offers a 5-speed TREMEC Pro-Fit TKX transmission conversion kit for 1982-2005 Chevrolet S-10/GMC S-15 pickups and SUVs. The kit, designed to be a turnkey swap, works in most LS or GM V-8 conversions and includes a new streamlined TREMEC Pro-Fit TKX 5-speed transmission that touts 8,000 rpm shift capability and 600 pound-feet of torque capacity. It includes a White Lightning Billet TKX Mid-Shift conversion that is designed for a factory tunnel fitment and features a crisp, short-throw shift.

Mazda RX-7 Clutch

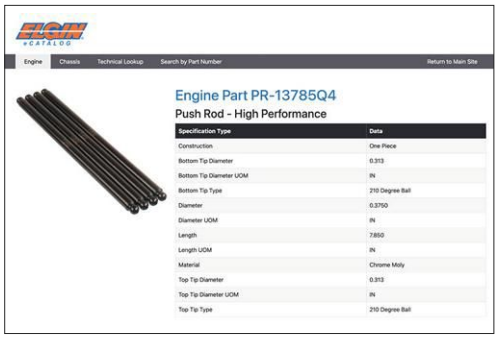


Advanced Clutch Technology (ACT), Lancaster, California, presents its 225mm Mod-Twin Pull-Type Clutch Kits designed specifically for 1993-95 Mazda RX-7 (FD) applications. Engineered for performance, the Mod-Twin clutch offers increased durability, torque capacity and service life while eliminating the compromises typically associated with twin-disc designs. Features include a modular hub system, providing versatility, and customization options of spring or solid hubs and Street or 6-Puck race discs. A continuous single-hub spline reduces input shaft wear over multiple short hubs and keeps clutch release clean and consistent.



Porsche Big Brake Kits

Wilwood, Camarillo, California, presents Front and Rear Big Brake Kits for 1999-2012 Porsche 911 models, generations 996/997. Engineered around motorsports-proven forged aluminum calipers, the systems feature larger 356mm (14-inch) Spec37 alloy front rotors with forged aluminum mounting hats that produce greater brake torque and resist fade. Rear kits feature 330mm (12.98-inch) iron rotors with caliper pistons sized for proper bias. They are designed to work with the Porsche OE master cylinder and ABS system.



Engine & Chassis Components Catalog

Elgin Industries, Elgin, Illinois, offers its Next-Generation eCatalog covering stock, heavy-duty and performance engine and chassis components. It features more than 25,000 SKUs for gas and diesel engines in import and domestic vehicles, coverage ranges from ultra-high-output racing applications to street performance, marine, RV and other markets. Application-based, technical and parts number lookups are available. ***TS***

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Driverless Maserati Tops 197 mph for New Speed Record



An Indy Autonomous Challenge Maserati MC20 with an AI driver from Politecnico di Milano recently set the autonomous land speed record at the Kennedy Space Center, topping 197 mph. (Photo courtesy Business Wire)

The Maserati MC20 Cielo that participated in the 1000 Miglia Experience Florida (left) and the record-setting Indy Autonomous Challenge Maserati MC20 are equipped with the latest AI driver technology developed in part by the Politecnico di Milano in Italy. (Photo courtesy Business Wire)

A driverless Maserati recently set a new autonomous car speed record, racing down a 2.8-mile runway at the Kennedy Space Center at more than 197 mph.

The effort involved the Indy Autonomous Challenge (IAC) and representatives of Politecnico di Milano, Italy's largest scientific-technological university. Together with Maserati and 1000 Miglia Experience Florida, they carried out an ambitious high-tech initiative to set the record during the IAC's stop in Cape Canaveral, Florida.

The IAC Maserati MC20 coupe, guided by a remote driver through artificial intelligence from Politecnico di Milano and modified to run autonomously, reached 197.7 mph with no human pilot on board. The drive surpassed the previous absolute record for an autonomous car of 192.8 mph, set by Indy Autonomous Challenge and PoliMOVE at the same location in April 2022 with an IAC AV-21 racecar.

"These world speed records are much more than just a showcase of future technology—we are pushing AI driver software and robotics hardware to the absolute edge," says Paul Mitchell, CEO of Indy Autonomous Challenge and Aidoptation BV. "Doing so with a street car is helping transition the learnings of autonomous racing to enable safe, secure, sustainable, high-speed autonomous mobility on highways."

Officials say the efforts demonstrate the robustness and reliability of the algorithms developed for driverless vehicles.

"The goal of high-speed tests is to evaluate the behavior of robo-drivers in extreme conditions. These AI systems have been tested in production vehicles at legal road speeds in the Indy Autonomous Challenge races since 2021. The AIDA team used this test to push the boundaries of autonomous driving, improving safety and reliability," says Prof. Sergio Matteo Savaresi, scientific director of the project and director of the Department of Electronics, Information and Bioengineering at the Politecnico di Milano. "Conducted in controlled environments without a human driver, the test assesses the AI's stability, robustness and reaction time, ultimately enhancing safety for low-speed urban mobility situations."

Following the record-breaking test, a second Maserati MC20 Cielo convertible continued its American journey by joining the convoy of the 1000 Miglia Experience Florida. This vehicle from the Politecnico di Milano—a key participant in the 2023 edition of the historical 1000 Miglia race, where it covered approximately 37 miles in autonomous mode across Italy—then traveled Florida roads showcasing its advanced technology.

"The 1000 Miglia has never been just a race—it is a journey through history, a symbol of innovation and a tribute to Italian automotive excellence. The synergy between the 1000 Miglia Experience Florida and the groundbreaking autonomous driving technologies developed by the Politecnico di Milano represents an extraordinary step forward in the future of mobility," says Massimo Cicatiello, president of EGA USA, the organizer of 1000 Miglia Experience Florida. "Seeing a Maserati MC20—an icon of Italian design and performance—pushing the limits with artificial intelligence is proof that tradition and future can coexist. This first edition in Florida marks the beginning of a new chapter for the 1000 Miglia, bridging the gap between heritage and the frontiers of innovation."

Officials believe the collaboration between the Indy Autonomous Challenge and the Politecnico di Milano, supported by Maserati and 1000 Miglia Experience Florida, "marks a fundamental step in autonomous driving experimentation, laying the groundwork for new technological advancements and accelerating the development of advanced technologies for the commercialization of autonomous vehicles and ADAS systems. The goal is to solve real-world challenges, push the boundaries of innovation and enhance safety and performance in both motorsports and urban and commercial transportation."

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