AUGUST 2025

THE SHOP

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CORPORATE CAPABILITIES

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IMPORT PERFORMANCE

SHOCKS

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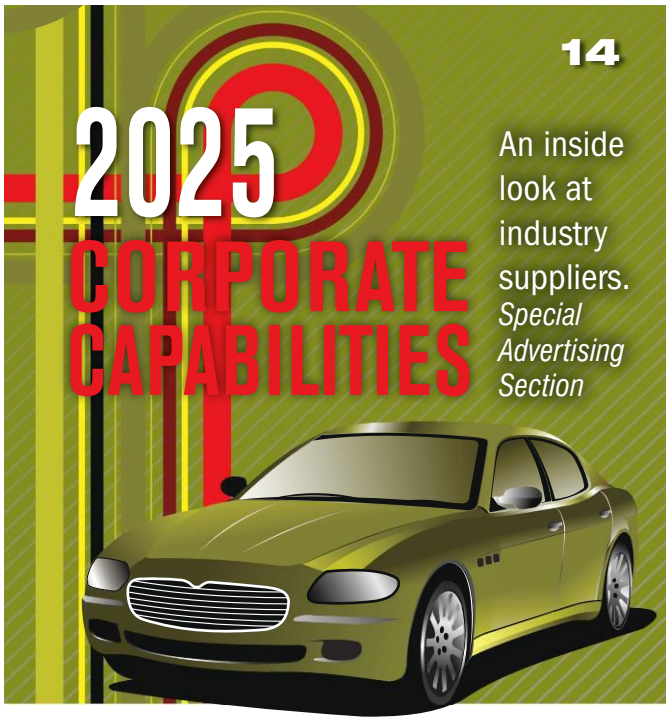


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ON THE COVER
For aftermarket shops, no partnerships are more important than the relationships built with product manufacturers and suppliers. Learn more about those serving the specialty automotive aftermarket in our annual Corporate Capabilities special section. *See section beginning on page 14.* (Photo courtesy Advanced Clutch Technology)





Jef White
Editor in Chief
theshopmag.com

Building Partnerships

There's obviously been a lot of talk about the global economy this year and thoughts about the best ways governments and companies can work together to help build a strong business climate. Regardless of their individual balance between cooperation and competition, few would argue that strong partnerships are good for small businesses, helping promote efficiency, innovation and long-term growth.

For its part, the Specialty Equipment Market Association (SEMA) has been actively building partnerships to aid in strengthening the automotive aftermarket, announcing a pair of collaborative efforts to tackle new challenges and promote industry initiatives.

In June, SEMA was accepted as a full member of the Fédération Internationale de l'Automobile (FIA) to represent the U.S. in mobility services, tourism and advocacy. FIA will also join SEMA as a business member, allowing the two organizations to bolster each other's work in U.S. and global safety and mobility policy arenas at a time when advanced driver-assistance systems (ADAS) and autonomous vehicles are shaping the automotive industry in transformative ways.

While FIA may be best known as the governing body of Formula One and the World Rally Championship, SEMA will not be involved in its motorsports efforts. Instead, the partnership will focus solely on mobility policy advocacy.

"We are excited by this opportunity to collaborate with such an esteemed player in the automotive space and to provide strong, proven advocacy structure and in-the-trenches support for the organizations' shared policy goals in the U.S. and abroad," SEMA officials noted in a press release announcing the partnership.

For its members, SEMA predicts the relationship will "expand access to the global marketplace, along with groundbreaking research important to future product development and sales."

Meanwhile, back in May, SEMA representatives joined forces with the Vehicle Suppliers Association (MEMA) to host leaders from the private sector for a symposium addressing the growing challenges associated with ADAS calibrations. A renewed federal regulatory focus on mobility issues and vehicle safety, and rapid advancements in vehicle technology, are moving the aftermarket industry to enhance its ability to service vehicles.

Held at the SEMA Garage in Plymouth, Michigan, the event helped develop a unified voice for automotive aftermarket service, parts, tools and equipment providers, officials said.

"SEMA and the aftermarket are traditionally known for performance and style, but our legacy of safety innovation runs just as deep. What starts in the aftermarket often shapes the broader industry. With the rapid adoption of ADAS technology, we have a unique opportunity to lead again by helping define a safer, more adaptive and more personalized driving experience," said Jim Moore, SEMA vice president of OEM and product development.

CORPORATE CAPABILITIES

For aftermarket shops, no partnerships are more important than the relationships built with product manufacturers and suppliers. Knowing the strengths, values and assets of the companies selling you parts allows shops to operate efficiently and intentionally.

That's the thought process behind our annual Corporate Capabilities special advertising section that appears in this issue. The manufacturers and distributors who serve the specialty automotive aftermarket all have a story to tell, and this is their chance to share a little bit more about their company culture, values, service and other factors that make them unique.

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

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Birmingham, AL 35253

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

THE SHOP (ISSN 2380-7415) is published monthly by Cahaba Media Group, P.O. Box 530067, Birmingham, AL 35253. Periodicals postage paid at Birmingham, AL and additional mailing offices. Free to qualified recipients within the United States and U.S. Possessions. Publisher reserves the right to determine qualifications. Annual Subscription Prices: U.S. – one year, $45; two years, $80; three years, $108. Canada – one year, $76; two years, $142, three years, $201 (U.S. Funds); All other countries – one year $98, two years $186, three years, $267 (U.S. funds). Customer Service, call 800-256-2785. POSTMASTER: Please send address changes to THE SHOP, PO Box 271, Lincolnshire, IL 60069-9835. All items submitted to THE SHOP become the sole property of THE SHOP and Cahaba Media Group and cannot be reproduced without the written consent of the publisher. Advertisers and/or their agencies, jointly and severally, assume all liabilities for printed advertisements in THE SHOP. Opinions expressed in THE SHOP may not necessarily reflect the opinion of the magazine, its management or its advertisers. Letters, photographs and manuscripts welcome. VOLUME 28 ISSUE 3

PERFORMANCE

ATF Change p. 8 / Mil-Spec Wiring p. 10 / Performance Products p. 13



The import performance market is attracting a new generation of enthusiasts. (Photo courtesy Turbo Wholesale Tire/Lexani)

PACKING A PUNCH!

While the vehicles are compact, there's nothing undersized about the potential of the import performance market.

BY JEF WHITE

While most of the Japanese and European vehicles that make up today's sport compact industry are, well, compact, there's nothing undersized about the potential of the import performance market.

Offering a new generation of dedicated enthusiasts backed by a variety of small to mid-size vehicles at various price points, the market provides an enticing opportunity for shops equipped to service and upfit these diminutive rides that nonetheless pack a real punch.

With an interest in styling, performance and technology upgrades, it's a crowd that's looking to build long-term partnerships with trusted professionals. To take advantage, suppliers offer thoughts on the current state of the market, as well as sales tips and insights on hot new products.

BIG INTEREST IN SMALL CARS

Import performance shops are now benefiting from the maturation of small car enthusiasts over the past two decades.

"The market is experiencing a strong resurgence, fueled by renewed interest in 1990s and early 2000s Japanese and Euro platforms. Enthusiasts who grew up during the 'golden era' of tuner culture are now returning—with more disposable income and a desire to build the cars they idolized," says Rich Barsamian, vice president of sales and marketing for Advanced Clutch Technology (ACT).

From iconic models like the Supra, RX-7 and Civic Type R, to modern upgrades for classics like the S13 and WRX, there's a surge in demand for high-quality performance parts, tuning and restoration services, Barsamian says.

"This trend opens the door for shops to tap into a passionate, growing customer base that's eager to invest in performance and authenticity."

These drivers are usually very engaged and know what they want, says Eva Brendle Tran, marketing director for LIQUI MOLY USA Inc.

"Moreover, they can afford to spend the money it takes to let their ideas become reality. Successful builds and a breathtaking driving experience will ensure satisfied and loyal customers," she says.

A healthy dose of younger enthusiasts bodes well for the long-term health of the market.

PORSCHE CARRERA 911 CUSTOM

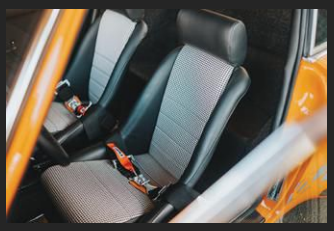
The RSR Project's mission of honoring 1970s Porsche racing style in each of the company's pristine custom builds continues with The RSR Project No. 21—a one-of-a-kind modified Signal Orange 911 that pays homage to the 1973 Rennsport Rennwagen (RSR).

Each build begins as a 911 donor before being reimagined to capture the spirit of the iconic 911 RSR. New for 2025, Project No. 21, based on a 1986 911, features a 3.4L twin-plug engine and a classic 5-speed 915 transmission, known for precise shifting and long-lasting durability. Additional performance is specially designed by The RSR Project to mirror the uniquely raw, crisp experience found behind the wheel of an original RSR classic, according to company officials.

Four-piston brakes are implemented to match the improved performance, while the vehicle's suspension remains stock with Bilstein shocks and bushings, paired with BRAID wheels (11x15 rear, 9x15 front) and Michelin TB-15 tires.

The RSR Project also concisely integrates a host of other body modifications to further reduce vehicle weight. Project No. 21's interior combines houndstooth fabric with premium leather across the headliner, dashboard and door panels, emphasizing a minimalist, race-ready feel. The custom build also includes modern comforts such as a classic Porsche radio, heated seats and upgraded Griffiths A/C.









The RSR Project No. 21 is a one-of-a-kind modified Signal Orange Porsche 911 that pays homage to the 1973 Rennsport Rennwagen (RSR). (Photos courtesy The RSR Project)





There are a lot of potential import performance projects on the road today. (Photos courtesy Borla Performance Industries)

"This is a growing, high-value, high-use segment. Young people dominate this segment, making up some 60% of specialty equipment purchases—and there are more drivers under the age of 25 today than there were two decades ago," says Phillip Kane, CEO of Turbo Wholesale Tire/Lexani. "What's more, performance tires tend to wear out more quickly, and comparatively, across every tier, tend to be more expensive than other tires, making the Customer Lifetime Value (CLV) for consumers in the import performance space extraordinarily high."

And there are a lot of potential projects on the road today.

"A significant portion of the vehicles sold in the U.S. are import vehicles," says Tim Sayers, muffler development manager for Borla Performance Industries Inc.

DELIVERING REAL RESULTS

While some of the most visible vehicles in the sport compact/import performance segment may seem like typical daily drivers, their owners see a potential for much more.

"Some people don't think of import vehicles as the types to be modified," says Sayers. "In actuality, there are many import vehicles that the owners will modify."

Meanwhile, Barsamian says many professionals in the market falsely believe import performance fans only care about price.

"In reality, many of these enthusiasts prioritize quality, brand reputation and proven performance over just finding the cheapest option. They do extensive research and are willing to invest in upgrades that deliver real results—especially when it comes to trusted brands and proper installation," he says.

PACKING A PUNCH!

IMPORT PERFORMANCE PRODUCTS

HOT PRODUCT:
225mm Mod-Twin Clutch Kit
FEATURES & BENEFITS:
Spring and solid hub options available to fine-tune NVH and drivetrain shock absorption; holds up to 1,180 pound-feet of torque at the engine; increased heat dissipation; all parts are modular; completely serviceable with replacement parts.
Advanced Clutch Technology
Rich Barsamian
Vice President Sales & Marketing

HOT PRODUCT:
Performance Exhaust Systems
FEATURES & BENEFITS:
Particularly popular are systems with mufflers that feature Extended Polyphonic Harmonizer Muffler Core design, such as the 140912 application for the BRZ and GR86; combine form, function and appearance; internals visible inside the tip.
Borla Performance Industries Inc.
Tim Sayers
Muffler Development Manager

HOT PRODUCT:
Lexani Freccia Tire
FEATURES & BENEFITS:
True, extreme traction, summer, ultra-high-performance tire; initially available in 36 sizes in both W and Y speed ratings; "soft inside, firm outside" construction enables confident handling and wet grip; lateral rib grooves help dissipate noise.
Turbo Wholesale Tire/Lexani
Phillip Kane
CEO

HOT PRODUCTS:
Molygen New-Generation Motor Oils
FEATURES & BENEFITS:
Complete series of high-performance, low-friction motor oils; available in 0W16, 0W20, 5W20, 5W30, 5W40 and 5W50 viscosities; designed for optimum engine performance, efficiency and service life; Molecular Friction Control additive minimizes wear.
LIQUI MOLY USA Inc.
Eva Brendle Tran
Marketing Director



Working with suppliers that understand the market can help shops thrive. (Photo courtesy Turbo Wholesale Tire/Lexani)

Auto influencers and content creators are recommending consumers use the same quality brands they use in their social media feeds, Barsamian continues.

"Shops that focus on education, performance gains and long-term value will earn their loyalty far more than those simply competing on price."

And, while dedicated, even hardcore sport compact enthusiasts may not have high-level knowledge of all the different product categories, making professional expertise a valuable resource.

"Just because the driver understands performance, that doesn't mean that they necessarily understand tires as well," says Kane. "Shops should treat these buyers like any other and take the time to qualify them and then help them choose the tire that's exactly right for their vehicle and driving needs."

This is one area where the Japanese and European vehicle segments can differ, he continues.

"Shops should recognize that there is a relatively profound difference between the JDM (Japanese Domestic Market) tuner and stance business—often simply



Enthusiasts prioritize quality, brand reputation and proven performance. (Photos courtesy Advanced Clutch Technology)

referred to as 'import performance'—and the European performance business, which encompasses vehicles such as BMW, Volkswagen, Audi and Porsche," Kane notes. "The former is mostly marked by odd sizing, DOT-approved slick track and drift-type tires, and typically significant changes in ride height and camber. The latter, though, is usually characterized by OEM replacement tire sizes or plus-one fitments, engine management tunes, exhaust swaps and suspension modifications."

Brendle Tran says similar high-level knowledge is important when it comes to choosing the proper performance oil for various import performance vehicles.

"A common misconception is that the SAE viscosity is the most important part of an oil," she reveals. "Instead of relying on the viscosity when choosing the motor oil, you have to look at each model's specifications and the manufacturer's approval to find the right one."





Import performance enthusiasts are often willing to spend the money it takes to make their ideas become reality. (Photos courtesy LIQUI MOLY USA)

THE KEYS TO INCREASED SALES

A key tip for shops looking to increase import performance sales is to position themselves as knowledgeable enthusiasts and not just sellers, says Barsamian from Advanced Clutch Technology.

"Stocking popular SKUs is important, but what sets a shop apart is the ability to guide customers with credible, experience-based recommendations. Hosting tech nights, showcasing customer builds on social media and partnering with respected brands or local tuners builds trust and community," he explains. "When customers see your shop as part of the culture—not just a business—they're far more likely to return, spend more and refer others."

It helps if you're part of the scene, says Sayers from Borla Performance Industries.

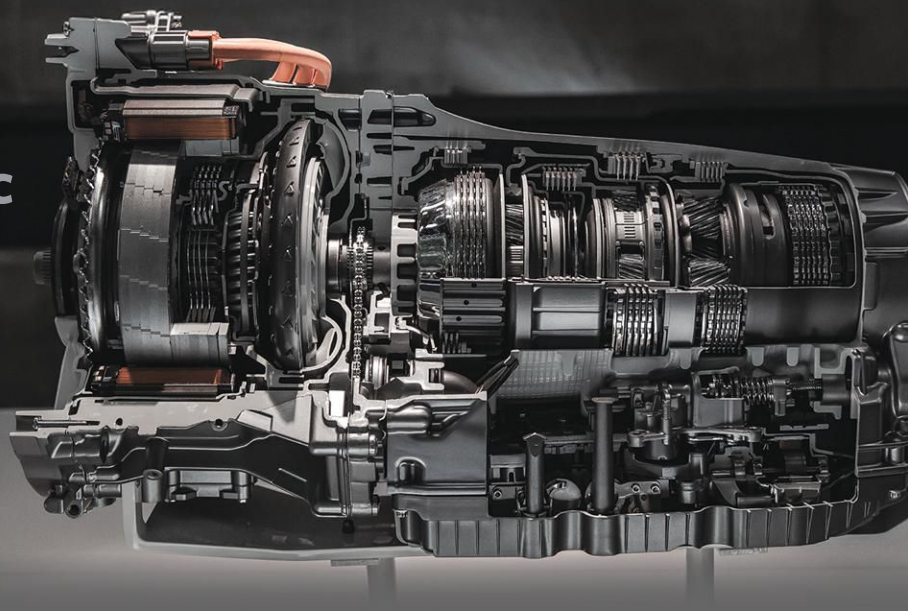
"You need to have someone in the shop that understands the import market and stays current with the trends," he suggests.

Also, working with suppliers that understand the market can help shops thrive, says Kane from Turbo Wholesale Tire/Lexani.

"We want tire shops to recognize the growing number of credible performance options in Tier 3, like those from Lexani. We fast-follow popular European and Japanese performance OE fitments to ensure that we have the sizes drivers need at first replacement," he says. "The results are extremely capable, ultra-high-performance products at half or less than Tier 1 pricing. Shops should be recommending these products without reservation."

When it comes to customer interactions, Brendle Tran from LIQUI MOLY USA says there are two directives for shops—listen carefully and ask the right questions.

"Try to understand the customer's individual needs and wishes as well as the requirements of the application," she recommends. "By selling the right products, you can make your customer happy, and he will probably return to your shop." ***TS***



Automatic transmission fluid plays a critical role in lubricating and cooling the transmission's components, reducing friction and wear. (Photo patruflo - stock.adobe.com)

The Case for Offering Automatic Transmission Fluid Flushes

More than just a simple drain, dynamic ATF changes make sense for off-road & tow vehicles.

BY BRIAN MESSENGER



Brian Messenger is head of product management, engineering and technical support at MAHLE Service Solutions.
Learn more at mahle.servicesolutions.com.

Recent industry stats show the average age of passenger vehicles in the United States is a record-high of 12.6 years. As drivers keep their cars and trucks on the road longer, experts are projecting improved service opportunities for aftermarket shops.

Among them are automatic transmission fluid (ATF) changes to help prevent transmission wear and tear.

When it comes to ATF changes, a dynamic change—commonly called a "flush"—offers vehicle owners and service shops a comprehensive way to extend transmission life. Before examining what makes dynamic ATF flushes so effective, it's worth considering what transmission fluid does and why periodic changes are necessary.

ATF PERFORMANCE CHALLENGES

Automatic transmission fluid plays a critical role in lubricating and cooling the transmission's internal components. It reduces friction and wear, enabling smooth power transfer while also minimizing the loss of clutch material in each clutch pack.

Transmission fluid is the sole means of dissipating heat for internal transmission components. Without the ability to dissipate heat, a transmission could not survive for long and would require frequent rebuilds.

As transmission fluid absorbs wear material it loses its ability to cool effectively. It also loses viscosity, which in turn increases the rate at which the transmission heats up. As transmission temperatures rise, the cooling circuit cannot keep up with the required cooling demands. The problem is exacerbated in modern vehicles by the presence of turbochargers, making multiple systems compete for heat exchanger functionality ahead of the powertrain.

All this means today's transmission fluids must work harder and perform better than ever, which dynamic ATF exchanges enable.

Many shops still consider ATF flushes to be a niche service and have been slow to adopt them. In part, that's because, unlike static, or gravity-assisted ATF changes, dynamic changes require investment in a flush machine, and the service has a reputation of being a lengthier, more involved process.

Additionally, some vehicle manufacturers have traditionally recommended simply topping off ATF levels for the lifetime of the vehicle.

However, due to the presence of turbochargers and tighter automatic transmission tolerances that are less able to accommodate wear material, many transmission manufacturers now recommend periodic ATF changes—generally at 30,000- to 60,000-mile intervals—with heavy towing vehicles recommended more frequently. Additionally, today's most advanced flush units are more hands-off and user-friendly than ever, putting this profitable, in-demand service in reach for virtually any shop.

The bottom line is that shops that want to keep their service offerings as up-to-date and competitive as possible can consider offering ATF flushes, as they provide a superior preventative maintenance option compared to static changes in almost all situations.

A comparison of static and dynamic ATF changes helps explain why.

STATIC VS. DYNAMIC ATF CHANGES

A static or gravity-assisted ATF change generally begins with a vehicle test drive to check for issues and to bring the fluid up to operating temperature. To drain the fluid, a technician may either remove just the drain plug or the entire transmission pan for cleaning. If the pan is removed, best practice is to replace the filter and gasket prior to reinstallation.

The key drawback of a static change is that only 30%-50% of the old ATF is removed and replaced (see illustration). When new fluid is added, it mixes with the old, leaving 50% to 70% of the contaminated fluid in place.

Meanwhile, a dynamic ATF change or flush also begins with a test drive and a period of engine idling to bring the fluid up to operating temperature. In some newer vehicles, the fluid must get hot enough to trigger the opening of the thermostatic valve. Next, hoses from the flush machine are attached so the unit can pump all (or nearly all) of the old fluid out of the system, including the torque converter and cooler lines.

In sharp contrast to a static change, a dynamic ATF change replaces 90%-100% of the old fluid. Once the new fluid is added, it won't mix with any significant volume of old fluid, providing a far more thorough exchange.

Before new ATF is added, the flush unit circulates a cleaning solution to wash contaminants out of the system. As with a static ATF change, the filter and gasket are also replaced.

One note of caution: a dynamic ATF flush dislodges dirt and debris so thoroughly that it should not be performed in certain high-mileage transmissions—namely those with greater than 100,000 miles that have never undergone a change. In such cases, a flush could cause sludge or debris to get stuck in the valve body, blocking passages or causing valves to stick and not fully seal.

In virtually all other situations, however, a dynamic ATF service is highly effective and offers vehicle owners and service shops a range of benefits.

ATF FLUSH SERVICE BENEFITS

Automatic transmission fluid has three jobs: lubricating components to prevent wear, providing hydraulic pressure and friction to keep components moving, and cooling the transmission. As ATF ages with use, it becomes increasingly thin and dirty, limiting how effectively it can do these jobs.

A dynamic ATF change flushes out and replaces nearly all of this spent fluid, almost fully eliminating the risks it poses to the transmission.

For vehicle owners, an ATF flush provides economical preventative maintenance, as it lessens the likelihood of worn parts, blockages and system overheating that could lead to costly repairs.

A dynamic flush also helps eliminate slipping gears or poor startup behavior, thereby improving shifting performance and fuel economy.

The service can appeal to drivers of off-road or tow vehicles with automatic transmissions, or anyone with a hardworking car or truck that values long-term performance.

For aftermarket shops, offering dynamic ATF changes provides opportunities to build customer trust along with profitability. Promoting and performing flushes positions the shop as knowledgeable and proactive about vehicle care, enhancing its reputation and customer relationships.

ATF flushes also help customers keep their vehicles on the road, making them more likely to return and recommend the shop to others. And because they are performed regularly, flushes can provide both a steady revenue stream and ongoing opportunities to identify other needed products and services for additional revenue.

Ultimately, an ATF flush gives vehicle owners the most comprehensive way to extend transmission life and provides service shops another way to demonstrate their expertise and commitment to vehicle performance.

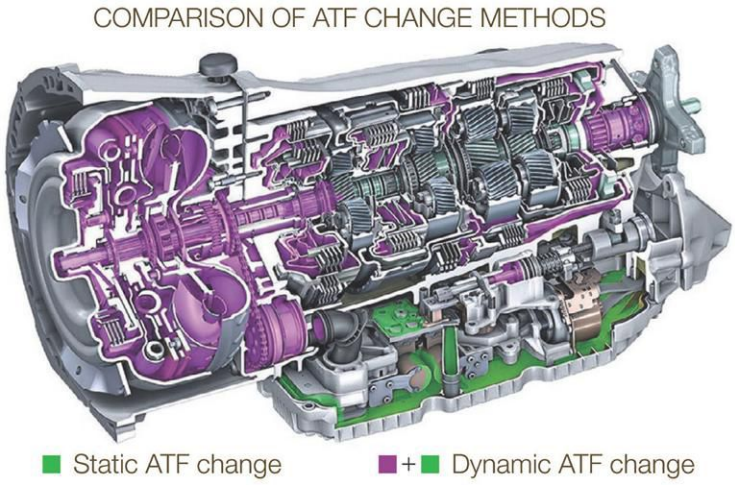


Illustration depicting fluid exchange and replacement that occurs at the bottom of the transmission during a static versus a dynamic ATF change. (Image courtesy MAHLE Service Solutions)

HOW THEY WORK

An overview of MAHLE's ATX ATF Flush product line highlights the efficiency of professional automatic transmission oil servicing. The top-of-the-line model, the FluidPRO ATX 280, features an intuitive touchscreen interface that allows technicians to search a comprehensive transmission database to access 40-plus years of transmission data with step-by-step job instructions and diagrams for every model year.

Once a technician connects the hoses and starts the service, the ATX 280 is fully automatic. It detects fluid flow direction, eliminating the need for an in-and-out hose and the possibility of human error. Detergents and additives are also injected automatically.

The system features an automatic temperature monitoring function designed for late-model vehicles with thermostatic valves. The machine indicates when the old fluid reaches operating temperature, then pumps it automatically. As fluid temperature drops with the introduction of new ATF, the unit pauses until the fluid temperature rises and reopens the valve.

The automated features, plus the ability to monitor progress on a phone or tablet using the dedicated app, frees technicians to handle other tasks in the shop. Once the service is complete, all data about the job, including fluid type and amount, is saved and can be shared and printed. **TS**

WIRED for Success

Jack Nickerson & JAX Motorsports deliver Mil-Spec wiring to serious enthusiasts.

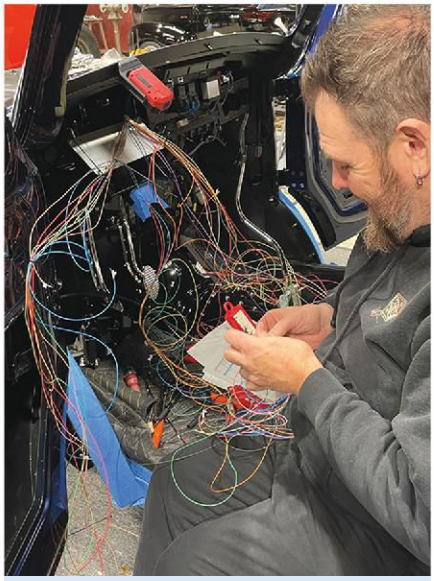
BY TONY THACKER
PHOTOS COURTESY TONY THACKER & JAX MOTORSPORTS



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

Mil-Spec. What on earth is Mil-Spec? Turns out, it's an abbreviation of "military specification" and, in our automotive world, it describes electrical wiring done to military specifications using military-grade components.

To get a better understanding of this new wiring trend in the custom car, hot rod and off-road worlds, I sat down with Jack Nickerson of JAX Motorsports in Upland, California. Born in 1973, Nickerson is one of those rare California natives. His dad was not exactly a car builder, "but he would buy salvage cars, wrecks if you like, and restore them."



Jack Nickerson opened JAX Motorsports in Upland, California, in 2015, offering hot rod and off-road wiring including elite Mil-Spec services.

In the world of automotive custom building "Mil-Spec" stands for "military specification"—wiring done to military specifications using military-grade components.

Jack Nickerson didn't really have a career path, but the father of one of his high school friends owned a boat shop.

"So, in 1991, I went to work there servicing boats," Nickerson recalls. "I stuck at that until 1995, when I got tired of working on mom-and-pop boats and went to work at GT Performance in Montclair. GT was big into high-performance, building hot ski boats and offshore race boats. It was a busy shop and I really enjoyed the work."

He enhanced his real-world experience with a few auto shop and electrical classes at a local city college, and he and his dad also tackled a Camaro project at home.

"In 2000, I decided to get out of the boat business and went to work for Fred's Custom Wiring and Auto Works in Ontario, California," Nickerson says. "Fred Ingle has a solid reputation and has collaborated with many builders including Chip Foose. His work has been featured in a number of magazines. I quit Fred's but went back over a period of 10 years."

In 2015, Nickerson decided to get serious, rent a shop in Upland and open JAX Motorsports.

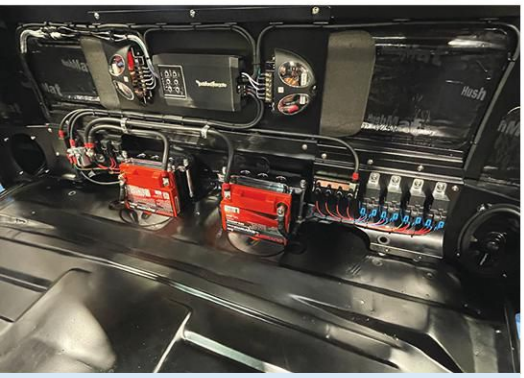
"It was totally scary, but in the past 10 years I have never had a day when I didn't have work and it just seems to get busier," he reports. "Obviously, I'm in the thick of the California car culture and there are lots of customs, hot rods, off-road vehicles and trucks being built, many with significant budgets that allow for the level of Mil-Spec I specialize in. Also, for many years, Southern California was the epicenter of the aerospace industry as well as the motorsports industry and, consequently, the infrastructure was there for the taking."

FROM A TO B

JAX doesn't strictly specialize in just Mil-Spec projects.

"I'll tackle pretty much any wiring job, but (Mil-Spec) is a growing trend and, to explain it in its simplest terms, it is wiring to

JAX begins each wiring job by looking over and measuring the vehicle to get an idea of the layout and complexity.



Nickerson's goal is for each Mil-Spec job to be 100% reliable and 100% gorgeous.

military specifications using military-grade components," Nickerson says. "When I first got into this, the components were readily available here in Southern California from Prowire USA, which was located in San Diego. However, they have now moved to Queen Creek, Arizona, but the service remains the same and I can get anything overnight."

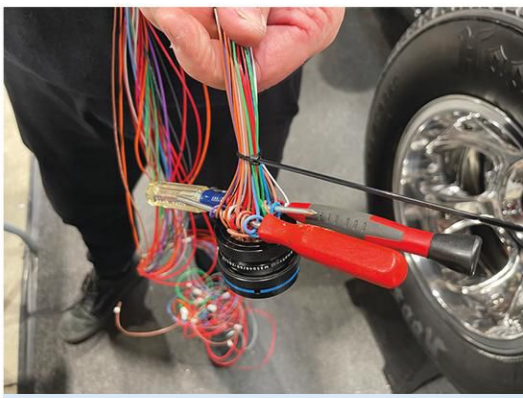
Enthusiasts seem to love the precision Mil-Spec delivers, but it does come at a price.

"For example, Deutsch Autosport connectors—which are the top-of-the-line connector for high-end racing where size, weight and reliability are of the utmost concern—cost over $200 each. I use those, for example, for connecting the engine harness to the cab or cockpit," he reports.

The wire itself is also expensive. A 250-foot roll of regular 18 SWG (Standard Wire Gauge) wire is around $30, whereas a similar 250-foot roll of Tefzel aircraft wire is priced at $104—nearly four times as expensive.

Other Mil-Spec materials such as Raychem shrink wraps are equally pricey because they are resistant to aviation and diesel fuels, hydraulic fluids and lubricating oils. They are available for high-performance applications in different colors and even clear (to protect labels) if builders need to see the colors of the wire. And, perhaps most importantly, some have a 4:1 shrink ratio to get things small and tight (most shrink wrap has about a 2:1 shrink ratio).

"Beyond the cost of the materials, the process of actually wiring the car is time-consuming, because it has to be right," he adds. "A normal wiring job from scratch on, say, a 1955-57 Chevy or a run-of-the-mill hot rod will take about 100 hours. Wire it to Mil-Spec and the time taken can easily jump to 300 hours and sometimes longer if it's a show car, such as Larry Jacinto's 1941 Willys pickup that had to be perfect."



Mil-Spec projects cost more and take longer, but it's all worth it to enthusiasts who can afford the specialized service.

SHOWCASING QUALITY

Mil-Spec wiring isn't for everybody. But it is for builds that showcase quality.

"For the 2024 SEMA Show, I wired Rob Lindsay's '49 Willys Ultra4 luxury pre-runner truck built by RJ Fabrication and powered by a Whipple-supercharged LS3," Nickerson recounts. "That was a very intense, four-year build that took several hundred hours to wire. The stunning truck won the 2024 Battle of the Builders 4-Wheel Drive & Off-





Among JAX's highest-profile projects was RJ Gottlieb's well-known "Big Red" Camaro.



Mil-Spec wiring on Larry Jacinto's 1941 Willys show vehicle took more than 300 hours to complete.

Road segment. I also wired RJ Gottlieb's well-known 'Big Red' Camaro."

The work at JAX Motorsports (instagram.com/jaxmotorsports) is shared among hot rods, customs and off-road-type racing vehicles where reliability is paramount.

"However, the custom work is steadily growing as the standard of builds increases," he says. "Probably 50% of my builds are now Mil-Spec."

JAX begins each wiring job by looking over and measuring the vehicle to get an idea of the layout and complexity.

"I always do that before I ever cut a wire," Nickerson says. "Next, I make a 'pin-out' spreadsheet for each connector, indicating where each pin goes to. I don't really make a wiring diagram, because if you understand how it all works together then you don't really need one—you just need to know where each wire goes. The color is irrelevant. Many airplanes have single-color harnesses because it doesn't matter to them what color the wire is."

He'll start each project with the engine harness (ECU) so that, if necessary, the engine can go to the dyno while he's doing the rest of the wiring.

"This way, the engine harness is proven early on in the game and, typically, I make a jumper harness that connects my engine harness to the dyno shop harness. While the engine is out being dynoed, I work on the rest of the vehicle and usually work on the front and rear harnesses before diving into the inside where all the tricky work is."

For someone with Nickerson's skill and experience the rest is fairly straightforward, "but sometimes integrating modern ECUs such as a Holley EFI or Dakota Digital instrument clusters into old factory equipment can be difficult, for example, on a typical pre-runner truck. However, there are few problems if all the components are modern and you're not mixing old with new."

The idea is for the finished product to be 100% reliable and 100% gorgeous.

"As most of us say in the industry, it's time and materials and getting it to work right, but equally important is getting it to look right," he says. "That's my goal." **TS**

PERFORMANCE PRODUCTS

Stock Your Shelves With These Go-Fast Components



Jeep Grand Cherokee Cat-Back Exhaust

BORLA Performance Industries, Johnson City, Tennessee, presents its Cat-Back Exhaust System for 2022-24 Jeep Grand Cherokee Overland, Summit and Summit Reserve models that improves horsepower and torque. System 140955 delivers the classic S-Type sound with no drone or resonance inside the vehicle. This system is made from T-304 stainless steel and reuses the factory valance-mounted tips. It features all-welded construction for durability and long life.



Performance Shocks

Fox Factory, El Cajon, California, presents 2.5 Performance Series shocks. Engineered to offer the benefits of a 2.5-inch shock without complexity, reservoirs or compression adjusters, the bolt-on shocks feature aluminum bodies that hold more oil volume and operate at lower internal pressures than a 2.0 shock, allowing them to dissipate heat quicker to minimize fade. Hydraulic Top Out (HTO) helps reduce the “clunk” when the shock tops out after events like hitting a speed bump for a smoother, more stable ride while towing without sacrificing traction.

Steel Shock Series

Ridetech, Jasper, Indiana, presents its RQ-S Adjustable Monotube Shock series. Featuring a 1.5-inch steel body construction, the shocks offer tried-and-true ride quality with heavy-duty, 1/2-inch shock shafts and 24-position rebound adjustability to dial in performance. Available for a variety of classic and muscle car applications, the shocks include a monotube design that provides improved damping control with a larger piston and precise valving.





Mustang Rear Disc Brake Kit

LEED Brakes, Buffalo, New York, presents its Rear Disc Brake Conversion Kit for 1979-92 Fox Body Mustang models. Designed for braking power, durability and style, the complete kit includes calipers, brake pads, mounting hardware, brake hoses, parking brake cables, master cylinder (where applicable) and a detailed installation guide. The 3-position caliper mounting system accommodates suspension upgrades, while 54mm single-piston calipers and 11.14-by-1.0-inch vented rotors deliver enhanced stopping power. Kits are available with MaxGrip Rotors.

Seam Sealer

Design Engineering Inc. (DEI), Avon Lake, Ohio, presents its ATAC Seam Sealer. Designed to create serene, comfortable and dry interiors, the high-performance urethane-based formula delivers noise and moisture control, with high adhesion to steel, aluminum, fiberglass and more, and a fast dry time making it paint-ready in one hour. The flexible, no-sag, no-shrink seals won’t crack over time. ***TS***





Custom Stereo

Custom Autosound Mfg. Inc., Fullerton, California, presents its USA-630 Stereo. Designed to bring modern performance to classic rides, the stereo fits the original dash with no cutting required and includes OEM-style buttons and a custom bezel for a factory look. Features include 300 watts of peak power, AM/FM with RDS, USB/iPod control, optional Bluetooth (BLUKIT) for hands-free calls and streaming, AUX inputs, RCA pre-outs and CD control.

2025 CORPORATE CAPABILITIES

A SPECIAL ADVERTISING SECTION

An inside look at industry manufacturers, suppliers & WDs.

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

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

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

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



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Turn 14 Distribution



Turn 14 Distribution is a leading aftermarket parts wholesale distributor in the U.S. with facilities strategically located in Hatfield, Pennsylvania; Arlington, Texas; Reno, Nevada; and Whiteland, Indiana. Turn 14 Distribution drives the performance aftermarket with emerging technology, efficient operations and authentic partnerships.

Turn 14 Distribution is a well-known and established warehouse distributor in the automotive, truck and Jeep markets, earning several SEMA "WD of the Year" and "Channel Partner of the Year" awards, and has now brought that expertise to the powersports market, recently acquiring the assets of Tucker Powersports. The company is excited to expand into this dynamic market, applying years of performance distribution experience, efficiencies and customer focus.

Turn 14 Distribution helps partners thrive through innovative, proprietary technology, developed and maintained by an impressive in-house web development team. These systems provide up-to-the-minute inventory and order tracking and real-time, in-depth analytics for customers and suppliers to help keep them at the forefront of the industry. An in-house team enables the company to respond quickly to customer needs. Most recently, Turn 14 Distribution rolled out a wheel and tire search to make finding the right product easier for its customers.

Turn 14 Distribution's technology is backed by dedicated sales and customer support staff, chosen for their knowledge and experience in each particular market segment, who, as industry enthusiasts and experts, understand customers' needs and provide reliable support. The Turn 14 Distribution team boasts decades of experience, visits over 1,000 dealers per month and receives ongoing product training to maintain an edge in a constantly evolving industry landscape. Exclusive Turn 14 Distribution promotions market products to each supplier's target audience.

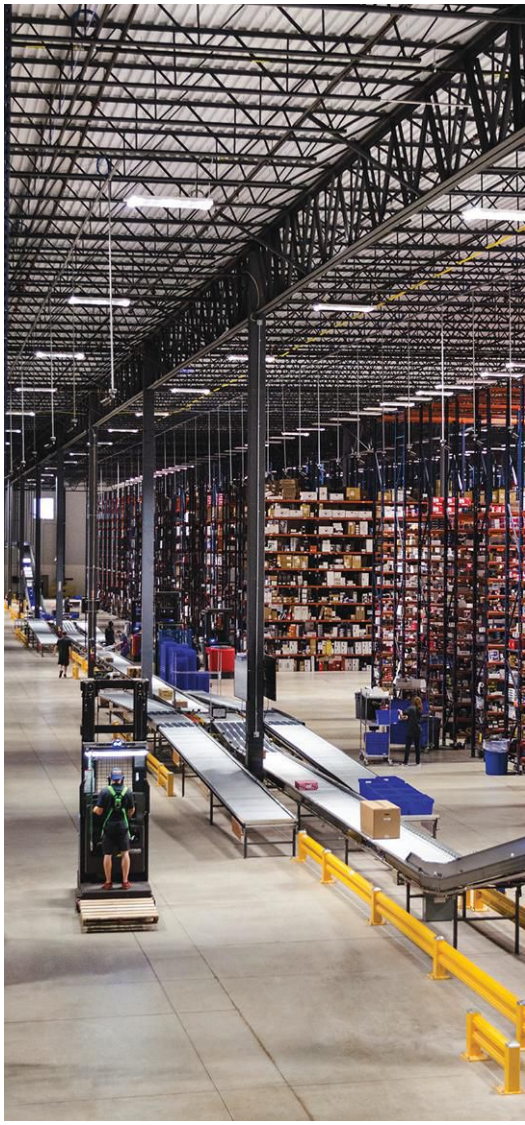
With 1.5 million square feet of modern distribution center space, Turn 14 Distribution boasts ground shipping coverage to 60% of the U.S. population in one day and 100% within two days. In 2024, Turn 14 Distribution added same-day delivery through a partner, Roadie, for customers within 100 miles of any of its distribution centers. Globally, Turn 14 Distribution's competitive freight rates, "ship to your shop" flat rate shipping, late shipping cutoff times, seven-day-a-week operation and same-day in-stock order fulfillment commitment enable it to service customers across the United States and the world efficiently.

Turn 14 Distribution strives to make the world a better place through charitable giving, paid time off for volunteer work, a focus on renewable energy, paperless operations and advanced recycling. The company works with a variety of charities throughout the year. In 2019, the company made its first investments in solar power and since has installed over 2.5 megawatts of solar capacity. Overall, the company is carbon-neutral and recycles 92% of waste generated through operations.

Look to Turn 14 Distribution for:

- Same-Day Delivery
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- Flat-Rate Shipping
- 7-Day-a-Week Operation
- Fast, Reliable Service
- Robust Dealer Portal
- Seamless API Integration
- Easy Returns
- Innovative, Proprietary Technology
- Real-Time Data
- 100% Wholesale, 100% Focused on You
- Unmatched Expertise and Enthusiasm
- Privately Owned, Ethically Run

Reach Turn 14 Distribution at turn14.com, 877-7TURN14 or on social media.



TURN 14 DISTRIBUTION
turn14.com

Advanced Clutch Technology



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

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

This commitment to excellence has led to numerous victories and championships around the world, and our street products continue to provide reliable performance day after day. While 90- to 120-day warranties are the norm, our 1-year limited warranty is a testament to our promise of quality, ensuring enthusiasts that they are making the preferred choice.

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

At Advanced Clutch Technology, we don't just rely on our experience, we leverage it. We design, engineer and develop our products by drawing on decades of track and performance street experience.

Our use of advanced CAD, FEA simulation and CAM tools ensures highly optimized performance, reliability and repeatability.

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

ACT Clutch Kits are unequaled in terms of consistent pedal feel, high torque capacity, long wear life and durability.

In-house manufacturing is critical in tuning components specifically to each individual application while maintaining the predictable ACT pedal feel across our entire product offering.

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

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

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

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

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

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

ADVANCED CLUTCH TECHNOLOGY
advancedclutch.com


ACT
ADVANCED CLUTCH TECHNOLOGY®
ACT GENERAL MOTORS SFI-APPROVED
10.5" MOD-TWIN CLUTCH KIT FOR:
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sfi
SFI FOUNDATION INC.

AMSOIL



AMSOIL BRINGS IN MORE CUSTOMERS

Every business wants more loyal, high-value customers. AMSOIL partners with quick lubes, full-service garages, powersports service garages and specialty shops to increase car counts and sales per ticket, creating loyal customers who return again and again.

EXCLUSIVITY

AMSOIL products aren't available everywhere. To avoid predatory pricing and help you compete, AMSOIL products are not sold through big-box retailers. Instead, they're sold through independent retail businesses, quick lubes, full-service garages, powersports service garages and specialty shops—places where people value quality over rock-bottom prices, and places where personnel know their stuff and can provide their customers the type of expertise and service after the sale unavailable elsewhere.

Carrying AMSOIL products positions you as the go-to place for AMSOIL products in your area and distinguishes you from other businesses.

VISIBILITY

Tens of thousands of people visit amsoil.com and amsoil.ca every day, many looking for retail businesses that sell AMSOIL products or install them as part of a service. Qualifying retail accounts appear on the AMSOIL Locator at amsoil.com/amsoil.ca, helping drive customers through their doors.

LOYALTY

Most of your current customers probably aren't loyal to one motor oil brand. AMSOIL customers, however, tend to be enthusiasts—people who care more about protecting their vehicles than the average motorist. They trust AMSOIL products, seek them out and don't quibble about paying a premium price for a premium synthetic motor oil. AMSOIL customers offer a great complement to your current customer base and help you boost sales.

BUILD YOUR REPUTATION FOR EXCEPTIONAL QUALITY

We know that word-of-mouth referrals are critical to installer businesses. AMSOIL products are built with an extra measure of protection and performance you can rely on to take care of your customers' vehicles, including today's demanding turbocharged, direct-injection models.

AMSOIL products offer tangible results that ensure excellent customer satisfaction, and happy customers are more likely to recommend you to their friends.

MEET THE DEMANDS OF INCREASINGLY COMPLEX AUTO TECHNOLOGY

The auto industry is constantly advancing, and few people have time to keep up. We do it for you, formulating a full line of lubricants designed to exceed the latest industry specifications.

Our best-in-class formulations range from synthetic-blend options to high-mileage, diesel, European and everything in between. Whatever your customers drive, however they drive, AMSOIL has a specialized lubricant designed to deliver the protection they demand and the performance they deserve.

PERSONALIZED MARKETING SUPPORT

We drive customers to your business with customized marketing designed to help you grow and win.

INCREASED SALES PER TICKET

AMSOIL provides high-value products and technical experts to help you sell the protection and performance your customers deserve.

PAIN-FREE LOGISTICS

We offer fast, free shipping and volume discounts with no contracts, plus no-cost dispensing equipment to make it easy for you to grow your business.*

EXPANSIVE PRODUCT & PACKAGE SELECTION

AMSOIL carries a full line of synthetic and synthetic-blend lubricants, including high-mileage, European and diesel oils.

A BRAND IN DEMAND

Carrying AMSOIL products attracts loyal, passionate, high-value customers and enhances the reputation of your business.

**AMSOIL installer accounts receive free standard ground shipping on orders of $400 U.S./$450 Canada or more. Orders below those thresholds pay a flat rate of $13.99 U.S./$14.99 Canada. Additional fees for special services, including lift gate, may apply. Ask your AMSOIL Dealer about the AMSOIL Bulk Dispensing Program.*

AMSOIL
amsoil.com

Boost Your Car Count.
Boost Your Reputation.
Boost Your Business.

A Brand in Demand

Expansive Product & Package Selection

Pain-Free Logistics

Increase Sales per Ticket

Personalized Marketing Support





Learn more about installing AMSOIL products at your shop.

AMSOIL®

APG Wholesale



APG WHOLESALE – POWERED BY PREMIER PERFORMANCE

At APG Wholesale, we speak the language of performance. Backed by the trusted legacy and robust infrastructure of Premier Performance, we are proud to introduce a new name, an elevated dealer experience and the same unwavering backbone that has fueled Premier's success since the very beginning.

APG Wholesale is not just a rebrand—it's a reinvestment in the future of performance, tailored to meet the growing needs of our dealer partners across North America.

This journey began in 1999 with a simple but powerful idea. Rus Michaelson, fueled by a passion for diesel performance, wanted to enhance his Ford Super Duty using a propane injection kit from Bully Dog. What started as a personal project quickly grew into something much bigger. That moment of innovation and curiosity led to the founding of Premier Performance, and from that spark a thriving business was born.

Over the past two decades, we've evolved, adapted and expanded—but we've never lost sight of what brought us here: a genuine love for all things performance. Today, as APG Wholesale, we're stronger and more connected than ever before. We proudly offer:

- Access to over 500 leading product lines, covering every major category in the performance aftermarket
- Three strategically located warehouses across North America to ensure rapid shipping and optimal coverage
- Award-winning customer service, recognized and celebrated by SEMA and respected throughout the industry

But APG Wholesale is more than just a distribution hub—we're a true partner in your business. We understand the demands and challenges of running a performance shop because our team lives and breathes this industry. Our sales staff is made up of real enthusiasts—gearheads who've spent time under the hood, on the dyno and at the track. They bring real-world experience to every interaction and provide the kind of knowledgeable, passionate support that can only come from people who genuinely care about performance.

We believe that product knowledge is power, which is why our team receives ongoing training directly from manufacturers. This ensures that we're not just taking orders—we're delivering real solutions. Whether it's navigating complex fitment questions, identifying the best parts for a specific build, or helping you stay up to speed on the latest trends, our specialists are equipped to provide you with the tools and confidence you need to succeed.

This is more than just a name change. APG Wholesale represents a new era in the performance aftermarket—a smarter, faster, more responsive way to do business. We're here to help you move with purpose, grow with intention and compete at the highest level.

We invite you to experience the difference. Give us a call today at 888-497-3666 or take a look at our new online dealer portal at apgwholesale.com.

Welcome to the next level in wholesale performance distribution.



Introducing APG Wholesale—refined for those who demand more.

Let's push performance forward, together.

APG WHOLESALE
apgwholesale.com

OFF-ROAD CAPABILITY, ON ROAD COMFORT.

BILSTEIN B8 TerraSport.

BILSTEIN

- LIFTS VEHICLE 1-2 INCHES, DEPENDING ON APPLICATION.
- INCREASES GROUND CLEARANCE, APPROACH AND DEPARTURE ANGLES FOR IMPROVED OFF-ROAD CAPABILITY.
- UTILIZES VEHICLE'S FACTORY COIL SPRINGS AND OEM MOUNTING LOCATIONS FOR A DIRECT FIT.



APG WHOLESALE
POWERED BY PREMIER

Call us at 888.497.3666
www.apgwholesale.com

Borne Off-Road

MISHIMOTO EXPANDS LEGACY WITH LAUNCH OF BORNE OFF-ROAD

With over two decades of proven performance in the automotive aftermarket, Mishimoto has become a global leader in engineering high-quality cooling upgrades for track-built imports to daily-driven trucks. Now, that same precision and performance mindset is being channeled into the off-road market with the official launch of Borne Off-Road, a new brand created by Mishimoto, built to serve off-roaders and weekend trail enthusiasts.

Founded in 2005 by automotive enthusiasts, Mishimoto has always remained rooted in one principle: products should be engineered by people who understand how they're used. From street to strip to trail, Mishimoto's portfolio has grown to include performance solutions for nearly every application. With that legacy in mind, Borne Off-Road is not just a new division—it's a deliberate expansion of Mishimoto's engineering-first philosophy into a demanding and rapidly growing segment.

MORE THAN A BRAND EXTENSION

Borne Off-Road isn't simply wearing the Mishimoto name. It's earning it.

Backed by the same in-house engineering teams that have tested and validated thousands of cooling system upgrades, Borne Off-Road products undergo a rigorous development process. Utilizing Mishimoto's state-of-the-art engineering facility in Garnet Valley, Pennsylvania, home to its 68,000-square-foot headquarters and dedicated testing studio, Borne Off-Road products are designed, stress-tested and refined for confidence in reliability for those unpredictable situations.

This is not a fast-follow product line. Mishimoto has committed extensive research and development hours to ensure Borne's components are purpose-built for the unexpected variables where durability cannot be compromised.

"Where many off-road products are rushed to market, we're taking a different route," said Kevin McCardle. "Borne is not only engineered in-house, it's tested beyond standard



expectations to make sure it performs in real situations where failure cannot be an option."

DRIVEN BY DATA

Just like its parent brand, Borne Off-Road is built around measurable excellence. From winches to lighting, controller systems and recovery gear, Borne Off-Road delivers purpose-driven solutions for off-road use.

Each product is designed with minimal modification in mind and backed by clean, functional aesthetics that reflect Mishimoto's commitment. Borne's components are engineered and validated in-house through a rigorous testing process that includes environmental exposure, mechanical stress validation and real-world use. This is all supported by a full-scale engineering facility dedicated to off-road performance and reliability. Every product is backed by a lifetime warranty and accident protection, reflecting our confidence in long-term durability and engineered strength.

NOW ACCEPTING DEALER APPLICATIONS

As Borne Off-Road gains traction, Mishimoto is now seeking partners aligned with its



values: engineered excellence, tested durability and professional support.

Dealers can expect the same level of service that has helped Mishimoto build a trusted global distribution network, including streamlined logistics, expert support teams and competitive wholesale opportunities.

"Mishimoto didn't build its reputation overnight," Kristin Valis said. "It's been earned through engineering integrity, customer support and a relentless drive to deliver performance people can trust. That same energy is behind Borne."

To learn more about becoming a Borne Off-Road dealer, visit borne.com or reach out to the Mishimoto sales team.

BORNE OFF-ROAD
borne.com

BORNE OFF-ROAD®

by MISHIMOTO

PROVIDING SAFE, TESTED, AND RELIABLE EQUIPMENT TO ENHANCE OFF-ROAD VEHICLES

DESIGNED, TESTED AND PROVEN BY MISHIMOTO ENGINEERS

- 10K and 12K Capacity
- 6 Synthetic Rope Colors
- Wireless and Wired Controlled
- IP68 Rated



FOR OUR FULL LINE OF RECOVERY AND OFF-ROAD EQUIPMENT VISIT: **BORNE.COM**

FOLLOW US

NOW ACCEPTING DEALERS

DESIGNED, ENGINEERED, AND TESTED IN THE USA.

LIFETIME BORNE OFF-ROAD WARRANTY

Eibach

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

Our offerings include springs, shock absorbers, sway bars and coil-overs, providing a comprehensive range of products to enhance the handling and ride comfort of vehicles. Our uncompromising commitment to quality, innovation and customer satisfaction has established us as a preferred choice among performance enthusiasts worldwide.

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

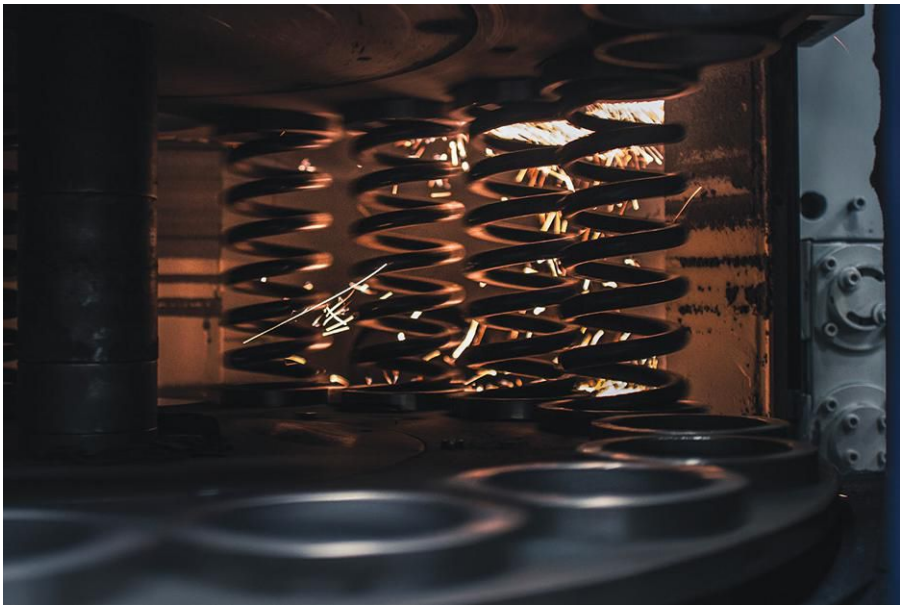
Our team of seasoned engineers and technicians employ the latest technology and materials to design and test our products, ensuring they meet the highest standards of quality and dependability. Nearly all Eibach products are engineered, produced and tested in the same building in Corona, California—apart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



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

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





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

EIBACH
eibach.com



NEW 2.5 COILOVER

Experience the next evolution in suspension performance with our new 2.5" coilover shocks — designed for off-road enthusiasts who demand more. Whether you're blasting down a desert trail or tackling technical terrain, these shocks deliver the ride quality, control, and durability to handle it all.

EIBACH NORTH AMERICA • MADE IN THE USA •

Eibach®

Keystone Automotive Operations



For more than 50 years, Keystone Automotive Operations has been a leading distribution partner for businesses in the automotive aftermarket. Serving a wide range of customers including independent brick-and-mortar, multistore locations and e-commerce retailers, Keystone delivers the tools and support needed to help partners grow. Keystone offers "best in class" inventory availability, catalog/product information, distribution speed and efficiency.

The core of Keystone's success is its commitment to reliability. With strategically located warehouses and a dedicated logistics network, shops benefit from rapid, dependable delivery. Whether it's a one-off part for a custom build or a regular restock for high-volume installs, Keystone helps businesses operate efficiently with fewer delays.

Keystone's catalog includes thousands of SKUs from the industry's most trusted brands across the auto, truck, Jeep, performance, RV, towing and commercial segments. The wide-ranging product mix allows shops to offer a full menu of services to their customers—from tonneau covers and winches to suspension systems, lighting and wheels. Keystone also provides access to exclusive product lines and private label options designed to help businesses differentiate themselves in a competitive market. These are top brands that customers can rely on and are only available at Keystone—brands like TrailFX, Husky Towing, SmartCap, Coast-to-Coast and more.



But Keystone offers more than just parts. The company's business support services are built to help shops succeed long term. With flexible ordering options, robust B2B tools and customer-specific programs, Keystone streamlines operations at every level. These services are complemented by marketing resources, digital tools and in-store support that help drive visibility and keep day-to-day operations running smoothly.

Keystone understands that shop owners and installers don't just need products—they need a partner who values their time and growth objectives. That's why customer service is available through dedicated account managers and a knowledgeable support team ready to assist with orders, logistics and product information.

Shops also benefit from pricing support and access to high-demand products that help maintain strong margins in a competitive market. As market conditions shift, Keystone provides the scale and agility to adapt, helping shops remain competitive in a fast-paced industry.

Whether outfitting daily drivers or building showstoppers, Keystone is the partner professionals rely on for speed, service and product. Within the U.S. and Canada, thousands of businesses trust Keystone to deliver the parts, support and value that drives growth.

KEYSTONE AUTOMOTIVE OPERATIONS
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Better • Stronger • Faster • Reliable • Dependable • Next Day Delivery

KYB Americas Corporation





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

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

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

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

This "restore or more" philosophy leads KYB to build shocks, struts and strut assemblies that are specifically calibrated for each vehicle.

The difference between cheap shocks and KYB is not just how long they will last, but how well they will perform.

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

We understand that people use their vehicles in different ways, and it's important to give drivers a choice when choosing the best shock.

If you loved the way your vehicle rode and handled when new, we suggest choosing the KYB Excel-G or Strut-Plus units.

If you are looking for additional control for a truck or SUV, we recommend the KYB Gas-a-just.

Or if you are doing full-time work with your truck and hauling heavy loads, choose the KYB MonoMax.

KYB Truck-Plus complete assemblies, Truck-Plus Leveling Kits or KYB JAOS lift kits may also fit your needs.

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

Service techs and advisers can learn about KYB products and how to recognize worn suspension components, analyze the issues they are causing and then make proper recommendations. Parts professionals will learn the benefits of each of the KYB product lines, how worn shocks can accelerate wear on other components such as tires and brakes, and how to sell value, not just price.

Both of these programs can be found at kyb.com/training.

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

KYB has been in North America for more than 50 years. We have 32 facilities in 21 countries, and 15 manufacturing plants in Asia, the United States and Europe. KYB's global headquarters is in Tokyo, Japan.

KYB AMERICAS CORPORATION
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KYB keeps you level



TRUCK-PLUS
LEVELING ASSEMBLY



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

Mounting solutions include extended body struts, brackets, or spacers depending on application.

Learn more at
www.kyb.com/trucks

KYB®
World Class Shocks & Struts



MetalCloak

MetalCloak is a leading American manufacturer of high-performance off-road components, specializing in advanced suspension systems, body armor and accessories for Jeep, Bronco, Ram, Grenadier and other 4x4 platforms. Founded in 2003, MetalCloak has earned a reputation for cutting-edge innovation, patented technologies and uncompromising quality.

In addition to product excellence, MetalCloak is committed to fast shipping and efficient order fulfillment. This operational focus, paired with responsive customer service, has helped the company achieve the highest satisfaction ratings in the off-road aftermarket industry.



INNOVATION & PATENTED TECHNOLOGY

MetalCloak's success is built on solving real-world off-road challenges through innovative engineering. The company pioneered the bolt-on Tube Fender for the Jeep TJ, providing high-clearance protection without requiring vehicle modification and setting the new standard for body armor.

At the core of MetalCloak's suspension systems is the Duroflex Joint, a proprietary bushing that allows up to 34 degrees of misalignment—far beyond traditional flex joints. It delivers unmatched articulation, improved ride quality and long-term durability, making it a foundational element of MetalCloak suspension kits.

The 6Pak Shock System, a patented telescoping shock that provides greater travel in a shorter body, is perfect for high-flex off-road applications while maintaining comfortable on-road handling.

To expand its shock offerings, MetalCloak recently released the 2.5-inch Adjustable Reservoir RockSport Black Shock—an advanced, race-inspired monotube shock designed for serious off-roaders. Built with an external reservoir for greater fluid capacity and consistent damping under extreme use, the shock features adjustable valving for fine-tuning performance on the fly. This latest addition reflects MetalCloak's continued evolution toward elite-level suspension systems that meet both recreational and competition-level demands.

For steering stability, the DuroTrac Track Bar Bushing stands out. Featuring a unique two-piece, screw-together construction making it easy to install and replace without pressing or welding, its design reduces lateral deflection and isolates vibration, improving steering control and extending component life.

MADE IN THE USA

MetalCloak products are designed, tested and manufactured in the United States. Based in Rancho Cordova, California—near the Rubicon Trail—the company uses real-world testing grounds to ensure every product meets the demands of serious off-roaders.

MetalCloak actively supports the off-road community through events like SkillzDay, which provides hands-on training to help new 4x4 owners build confidence and knowledge. With more than 15 training stations, SkillzDay reflects MetalCloak's belief in empowering its customers through education.

In 2024, MetalCloak acquired Carbon Off Road, expanding its capabilities into axles and drivetrain technology. This move strengthens its position as a full-spectrum off-road solutions provider.

From trail-proven suspension systems and modular armor to next-gen shocks and exclusive bushings and joints, MetalCloak leads the off-road industry through patented innovation, American-made craftsmanship and unmatched customer focus.

METALCLOAK
metalcloak.com

WE ARE BETTER...

MetalCloak®

ROCKSPORT SILVER 2.0 SHOCKS

ROCKSPORT RED SHOCKS

6PAK LONG TRAVEL SHOCKS

ROCKSPORT BLACK ADJUSTABLE RESERVOIR SHOCKS

SCAN FOR JOBBER INQUIRY

BECAUSE WE ARE DIFFERENT.

Proudly built in the USA, MetalCloak products are driven by innovation, crafted for durability, and engineered for performance. From our game-changing, patented shocks to trusted off-road upgrades, we deliver gear that serious enthusiasts rely on. MetalCloak provides proven solutions that customers trust. Fast shipping times provide quick fulfillment—keeping projects on schedule and customers satisfied.













JEEP • BRONCO • RAM • TOYOTA • GRENADIER

Visit: Jobber.MetalCloak.com to Learn More!

Meyer Distributing

Meyer Distributing is a complete family-owned-and-operated wholesale distributor. With 114 locations across the U.S. and Canada, and more than 3.5 million square feet of warehouse space, Meyer Distributing has a huge inventory of parts to service its customers.

Meyer carries 1,000-plus product lines that span multiple categories: aftermarket vehicle accessories, marine products, outdoor lifestyle products, powersports accessories, outdoor power equipment and RV accessories. With strategically positioned warehouse facilities, Meyer Distributing can provide next-day delivery to most locations.

All Meyer associates have the same goal—to improve our ability to offer the fastest, most reliable and most flexible service in the industry. Our hardworking sales staff, a mix of 1,000-plus product lines and our high fill rate will provide customers with what they need to be profitable on a dependable, repeatable basis.

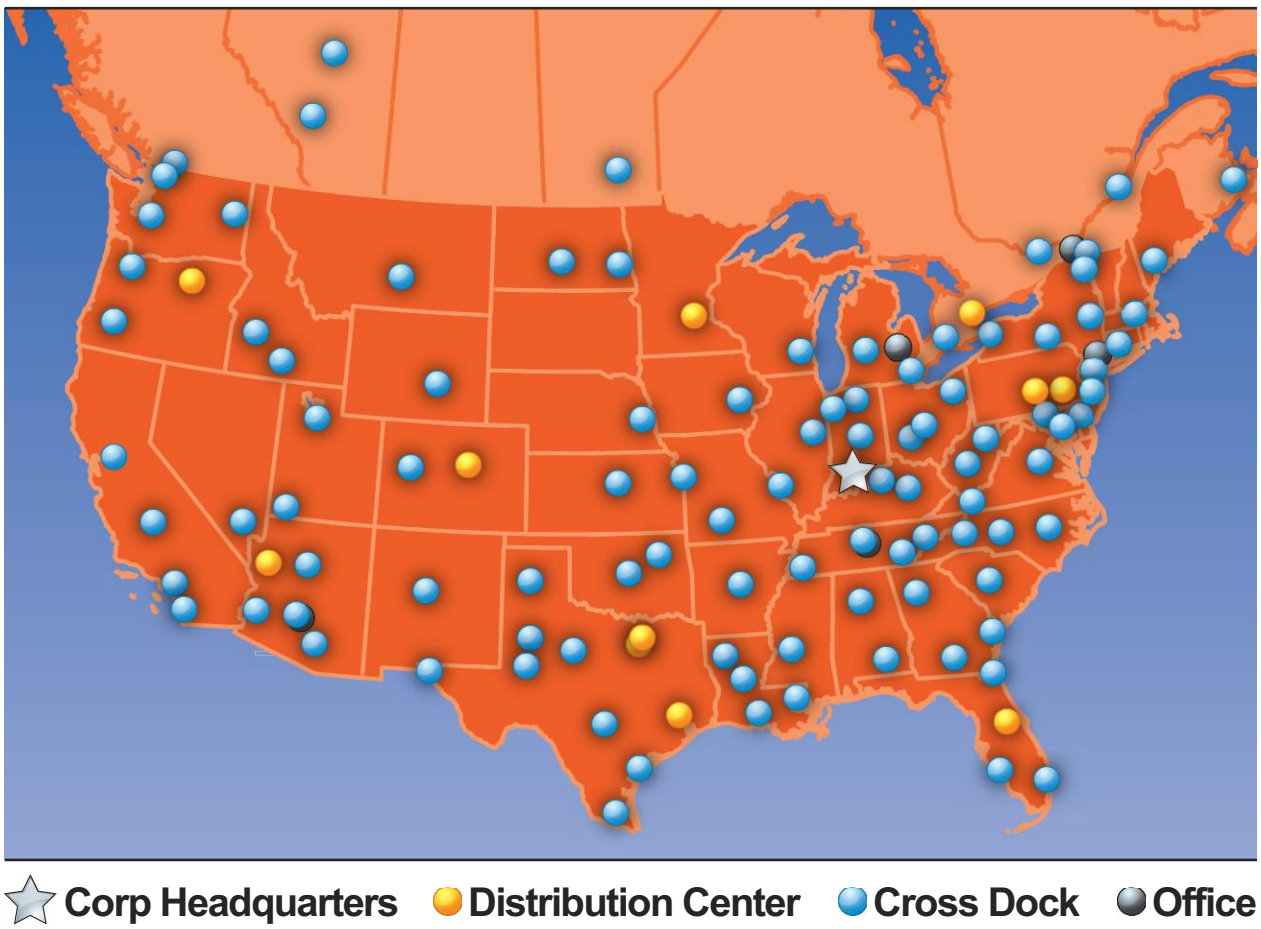
Our aim is to show an attention to detail that will set us apart from other companies. We take pride in being close to the heartbeat of our business and hold all of our staff to the highest standards.

We will never lose sight of our core principles of dedicated, precise and personal service.

Leading companies are built on similar core fundamental principles. Constant focus on these guiding practices lays a solid foundation for future growth.

At Meyer, our entire history has been based on building personal relationships and applying important fundamentals with a common sense, hands-on approach.

114 locations to serve you!



MEYER DISTRIBUTING
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ARP®
automotive Racing products

Well put-together...



meyer® DISTRIBUTING

Meyer Distributing is a complete automotive and RV/towing wholesale distributor. With 114 locations nationwide and over 2,500,000 sq. ft. of warehouse space, Meyer Distributing has a huge inventory of parts to service your needs. Meyer Distributing has 11 locations that provide next day delivery, and a fleet of 500+ trucks that serve 48 states direct. Meyer Distributing is driven to perform – we provide the products you need when you need them.

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Motor State Distributing

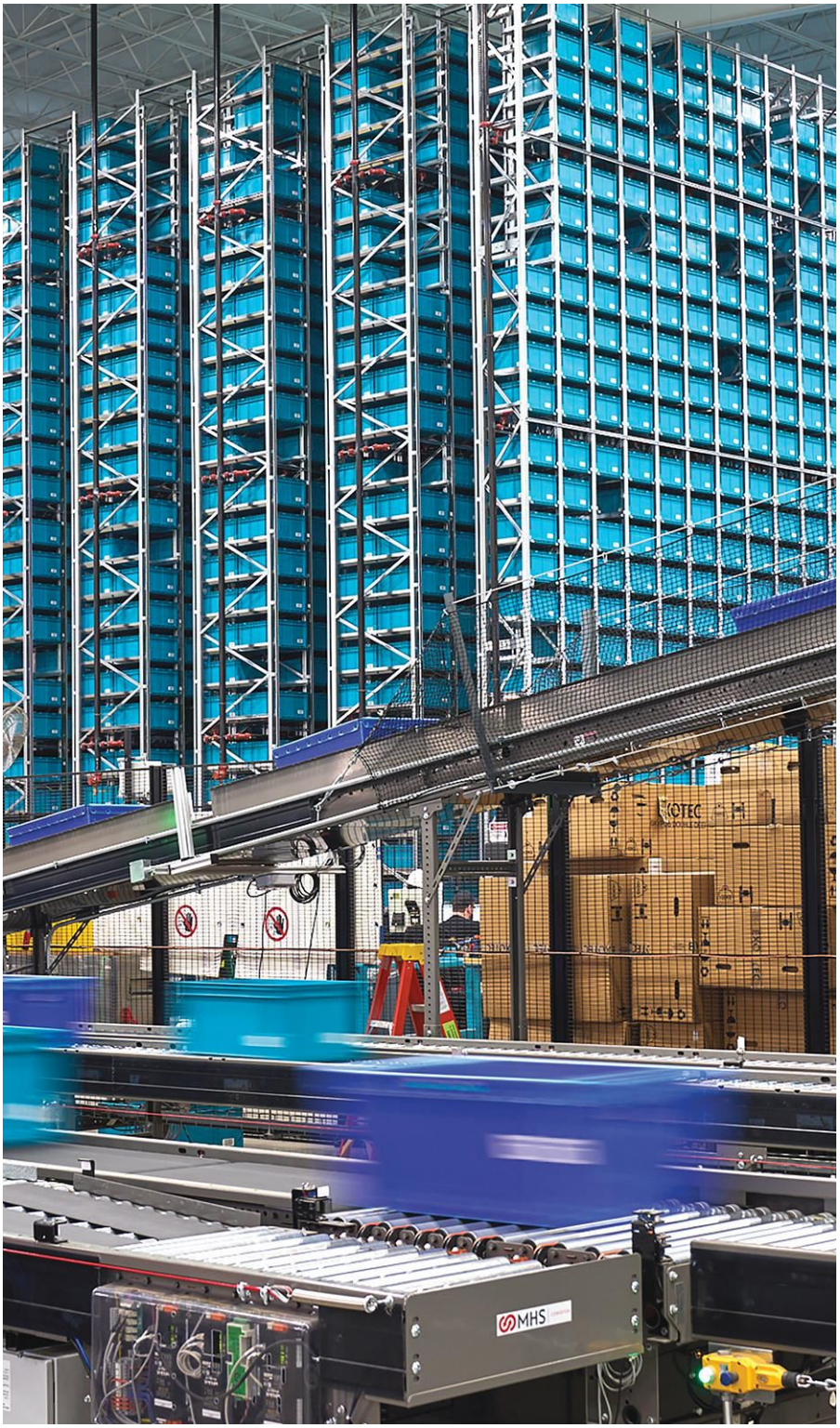
Since 1964, Motor State Distributing has been at the heart of automotive racing and performance. As the industry's premier racing, safety and performance wholesale warehouse distributor, serving customers throughout North America and in more than 70 countries worldwide, Motor State Distributing brings an unrivaled combination of technical experience, customer service and product selection.

Motor State Distributing puts more than 600 brands at our customers' fingertips through our knowledgeable sales team—many bringing their firsthand experience in a multitude of racing disciplines and/or in street performance, engine and chassis fabrication—as well as our 24/7/365 PriceGuidePro online customer portal and our convenient mobile app.

Motor State Distributing offers products for a wide range of racing categories, such as circle track, drag, open wheel, Pro-Touring, off-road and circuit/drift, as well as high-performance markets including engine builder, Jeep and truck, hot rod and street performance. Motor State has also built a reputation as a leading distributor of racing safety gear, offering a full range of apparel and equipment for cars, drivers and crews from dozens of top manufacturers.

Each day, Motor State Distributing's 416,000-square-foot distribution center in southwest Michigan processes thousands of orders, ranging from single fittings to complete crate engines, and everything in between. We strike the optimal balance between technology, automation and human touch to ship the vast majority of orders the same day they are received. With multiple shipping options, we can deliver orders both domestically and internationally. Our advanced logistics enable us to dropship orders seamlessly, allowing us to service wholesale orders directly to your place of business or your customers.

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



MOTOR STATE DISTRIBUTING
motorstate.com

Motor State DISTRIBUTING

FUELING PASSION



American Autowire

Highway 22 Plus
Universal Wiring Kit

For over 60 years, Motor State Distributing has fueled the passion of racers. At its core, racing and the parts that support the racing industry have been at the heart of what we do. Since 1964, our founder, George Lane, understood that this was more than just a business; it's about passion.

www.motorstate.com

800.772.2678

Steelcraft Automotive



INNOVATION, DURABILITY AND STYLE IN TRUCK ACCESSORIES

Steelcraft Automotive has firmly established itself as a premier name in the aftermarket truck accessory industry. Known for its high-quality, precision-engineered products, Steelcraft blends innovation, durability and sleek design to provide vehicle owners with functional-yet-stylish enhancements.

With a strong focus on customer satisfaction and continuous product improvement, Steelcraft continues to be a trusted brand among truck enthusiasts and professionals alike.

Founded in 1998, Steelcraft began with a vision to offer durable, reliable automotive accessories that not only protect but also enhance the aesthetic of trucks and SUVs. Over the years, the company has expanded its product line and developed a reputation for manufacturing some of the most rugged and reliable heavy-duty replacement bumpers on the market.

Today, Steelcraft's portfolio includes heavy-duty replacement bumpers, heavy-duty grille guards, running boards, bull bars, headache racks and more—each crafted to meet the high standards of modern drivers. With our corporate offices and cutting-edge research and development facilities strategically located in Schertz, Texas, and Corona, California, we are proud to bring together an exceptional team of dedicated professionals boasting hundreds of years of collective automotive expertise.

One of Steelcraft's signature product lines is its HD front and rear bumpers. Engineered with precision and built from high-quality steel, these bumpers are designed to protect the front end of trucks from damage caused by collisions with animals, debris or other vehicles. With options such as the Elevation and Fortis series, Steelcraft offers models that cater to both everyday drivers and those in industries that demand maximum protection.

Running boards and side steps are another staple in Steelcraft's lineup. These accessories not only offer a practical solution for entering and exiting vehicles, especially lifted trucks, but they also add a refined look. Steelcraft offers several types, including stainless steel, powder-coated steel and aluminum options—each designed for different styles and performance needs. The company's STX line is particularly popular, featuring a clean, OEM look with solid grip and corrosion resistance.

What sets Steelcraft apart in the competitive automotive accessories market is its commitment to quality and innovation. All products are designed using the latest CAD technology, ensuring a perfect fit for each specific make and model. The manufacturing process includes stringent quality control, and many items are tested in real-world environments to ensure long-lasting performance.

Customer service is another cornerstone of the Steelcraft brand. The company offers comprehensive warranties and has a reputation for responsive, helpful support. This dedication to customers, combined with affordable pricing and a broad product range, has helped the company maintain a strong and loyal customer base.

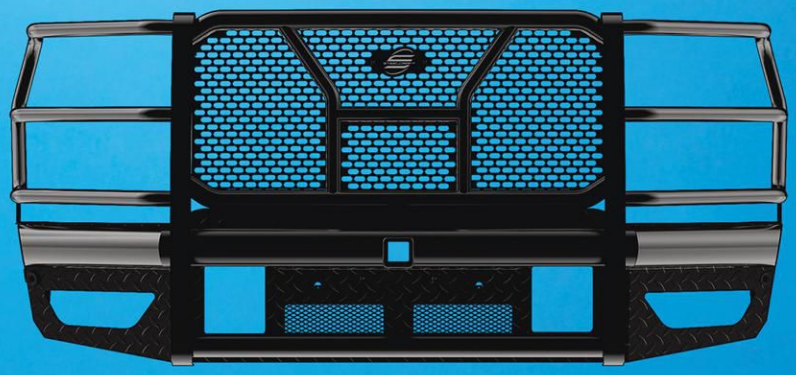
In an industry where reliability and appearance matter equally, Steelcraft Automotive continues to deliver on both fronts. Whether it's outfitting a fleet of work trucks or customizing a weekend warrior pickup, Steelcraft provides the tools needed to enhance performance, protect investments and make a bold statement on the road.

For truck owners seeking durable and stylish accessories that stand the test of time, Steelcraft Automotive remains a top-tier choice.

STEELCRAFT AUTOMOTIVE
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The Strength You Need.
The Brand You Trust.

STEELCRAFT



HD REPLACEMENT BUMPER



ELEVATION



FORTIS MAXX



ENGINEERED TO FIT
MADE TO PROTECT
BUILT TO LAST

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The Wheel Group

DISCOVER TWG: YOUR ULTIMATE SOLUTION FOR AUTOMOTIVE AFTERMARKET WHEELS, TIRES AND ACCESSORIES.

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

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

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

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

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





WHY CHOOSE TWG?

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

EXPERIENCE THE TWG DIFFERENCE

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

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

THE WHEEL GROUP
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AMP Tires

Terrain Attack R/T

THE ULTIMATE OFF-ROAD TIRE

SHOW OFF YOUR STYLE
WITH DUAL SIDEWALL DESIGNS

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A rugged, pocketed block design with varying heights

SIDEWALL 2

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



GRIP LIKE NO OTHER

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



LONGER TREAD LIFE

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

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TrailFX





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

From step bars of various shapes, sizes and finishes to bed protection, toolboxes, cargo management solutions and stylish fender flares, TrailFX offers a comprehensive selection of truck accessories.

For off-road enthusiasts, it provides everything from winches and awnings to suspension systems, racks and tailored exterior packages for Jeeps and Ford Broncos, ensuring peak performance on and off the trail.

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

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

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

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

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

TRAILFX
trailfx.com



WORKDAY INTO WEEKEND

Your customers no longer have to choose between the demands of the jobsite and the call of the wild. With the new RC1 Retractable Tonneau Cover from TrailFX, they can have both. Featuring a sleek, modern design and space-saving low-profile canister, these covers are engineered to deliver serious protection, convenience, and flexibility. Built from powder-coated OEM-grade aluminum for long-term durability, they mount cleanly on top of the bed rails with no drilling required, improving water management and preserving bed space. Whether your hauling tools of the trade or toys for the trail, RC1 covers accommodate evenly distributed loads up to 450 lbs and feature built-in T-slots to support cross rails for racks, bikes, and more. TrailFX Retractable Tonneaus are the ultimate upgrade for truck owners who demand performance for both work, and play.

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$100 DEALER REBATE!

WITH THE PURCHASE OF 2 QUALIFYING HARD RETRACTABLE TONNEAUS.
NO LIMIT. VALID ON PURCHASES MADE ON 8/1/25-8/31/25.

Tri-State Enterprises



Tri-State Enterprises, operating under the Driven Distribution Group (DDG), is a leading force in the automotive aftermarket industry. Built on the core values of excellence, integrity and strategic partnership, we are redefining what it means to deliver value to customers and partners alike.

As part of DDG, Tri-State is driving the creation of a premier distribution platform by empowering our brands with advanced tools, leading-edge technology and deep industry expertise. Our mission is to provide best-in-class customer service and deliver unmatched value across every interaction.

Headquartered in Fort Smith, Arkansas, Tri-State Enterprises is a regional distributor specializing in aftermarket parts, consumables and accessories for cars, SUVs and pickup trucks. Our expansive distribution network includes six strategically located warehouses and distribution centers across Arkansas, Texas, Illinois and Wisconsin; six cross-dock facilities in Oklahoma, Missouri, Arkansas and Texas; along with 30 retail "hard part" locations, ensuring rapid access to essential components.

With a network of more than 800 vendor partners, Tri-State proudly collaborates with the most trusted and recognized brands in the industry. These partnerships allow us to offer our customers a comprehensive selection of high-quality products.

What sets Tri-State apart is our commitment to operational excellence, customer-first innovation and the use of cutting-edge technologies that drive efficiency and reliability. We are more than a distributor—we are a trusted partner in your business's success.

TRI-STATE ENTERPRISES
etristate.com



TRI-STATE ENTERPRISES, INC.

Automotive Parts & Accessories

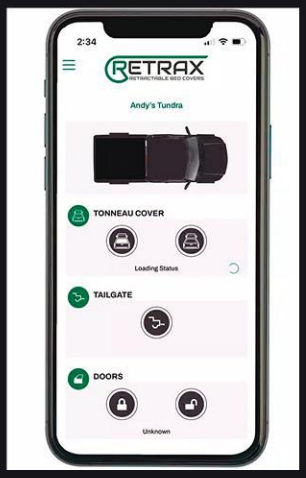
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At Tri-State, our team of knowledgeable and courteous salespeople brings years of training and experience in both truck accessories and hard parts. Our mission is to provide the products our customers need quickly and efficiently. We proudly offer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

Wilwood Disc Brakes

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

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

With headquarters in Camarillo, California, Wilwood employs over 350 people. We have stocked inventories of more than 300 different brake calipers, 200 rotor designs, 100 master cylinder designs and a wide assortment of brackets, fittings, valves and brake lines. Our wide variety of brake calipers range in size from tiny applications used on go-karts and light-duty industrial equipment to very large, heavy-duty original equipment brakes for the U.S. military Humvee.

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

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

On the Wilwood Racing side, for over 47 years Wilwood has worked with the best teams in motorsports to test, research, engineer and develop braking systems from pedal to pad that are made to handle the extreme demands of racing. From dirt and asphalt tracks, paved ovals, desert racing and rock crawling to road courses and drag racing strips, Wilwood has helped drivers and teams win countless races and championships.

With off-roading becoming more prevalent this past decade, Wilwood has been introducing new and innovative braking products for many dirt-based market segments. Included are new brake upgrades for UTV and side-by-side vehicles including many Polaris, Can-Am and Honda 4-lug platforms, with 5- and 6-lug variations for the leading manufacturers coming soon. Additionally, Wilwood's latest line of Aero6-DM (Direct Mount) upgrade brake kits are designed to bolt on easily and help stop overlanding rigs loaded down with aftermarket accessories like rooftop tents, spare water, gas and propane tanks, refrigerators, etc. These overlanding vehicles are now much heavier and harder to stop than they were when they left the assembly line.

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







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AERO6-DM DIRECT MOUNT

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



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Yakima



Racks for the Journey Ahead

Yakima empowers adventurers around the globe with innovative, reliable racks and accessories designed for every kind of journey, whether it's a weekend ride, a cross-country road trip or an off-grid expedition. With a proud legacy rooted in the Pacific Northwest, Yakima has grown into one of the world's most trusted names in vehicle gear management, helping people take more of what they love to wherever they want to go.

Founded in 1979 in Yakima, Washington, the company began as a small machine shop creating aerodynamic solutions for roof racks. In the decades since, Yakima has become a category leader in outdoor gear transport, driven by a commitment to quality, innovation and a belief that the outdoors is for everyone.

Now headquartered in Lake Oswego, Oregon, and Brendale, Queensland, Australia, Yakima operates on a global scale with a personal, community-driven spirit.

Yakima's reach spans continents. Our products are assembled with care and precision through trusted partners in Nanjing, China; Pingtung, Taiwan; and Perris, California. We support adventurers across Australia with four regional distribution centers and serve Europe through a strong network of partners in Poland, Czechia, France, Italy, Scandinavia and beyond.

Wherever your road leads, Yakima is there, making it easier to bring your bikes, boards, boats and gear along for the ride.

Our product categories are designed to meet the evolving needs of modern adventurers. We offer a full lineup of roof racks, hitch racks and truck bed systems, ensuring compatibility with a wide range of vehicles. Our cargo solutions, including roof boxes, baskets and hitch cargo, keep essentials secure and organized, while our water and snow mounts make transporting kayaks, surfboards, skis and snowboards simple and safe.

Yakima also leads in the overlanding and basecamp space, with innovations like the SkyRise HD rooftop tent, OverNOut awnings and the RoadShower pressurized water system, all designed to turn your vehicle into a mobile campsite.

For modularity and gear organization, the Yakima EXO System and MOD series offer endless configurations, letting users customize their setups with accessories like gear totes, kitchen modules and cargo carriers.

More than just gear, Yakima is built on a mission: to connect people, places and experiences. We support cycling and outdoor communities through events, advocacy and partnerships, and we're always listening to the needs of real users, from weekend warriors to seasoned pros.

For over 40 years, Yakima has been trusted by those who value good design, dependable function and the freedom to roam. Wherever your adventure takes you—mountains, coastlines, deserts or highways—Yakima is the partner that helps you Take It Easy and get out there with confidence.

YAKIMA
yakima.com

YAKIMA®

TAKE IT EASY™



Together, they take you anywhere.

OverHaul HD

Adjustable Heavy-Duty Bed Rack brings best-in-class payload and unmatched versatility on and off-road.

- Most versatile truck rack on the market
- Quick release foot system for easy on/off
- Adjustable height from below cab to elevated for long loads

SkyPeak HD

4-season, waterproof, rugged tent, with a luxurious twist. A roof rack system you can sleep in.

- Up to 300 lbs of gear carrying capacity
- Durable aluminum hardshell with quick setup and pack down
- Barefoot friendly ladder, dual density foam mattress, LED lights, and internal organization

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Rough Country



Rough Country got its start in the 1970s, building suspension parts tough enough for off-road racing legends. What began with shocks built to survive the Baja 1000 has grown into a full line of lift kits, leveling kits, lighting, bed covers, winches, armor and more—made for trucks, Jeeps, SUVs and UTVs that do more than just look the part.

Today, we've got a growing team spread across multiple states, operating out of several large facilities with thousands of packages heading out the door every day. That scale helps us support dealers with fast turnaround times, real inventory and gear that shows up when you need it.

What sets us apart? The people behind the gear. From our engineers to warehouse crews, dealers and ambassadors, everyone here lives the lifestyle. We test and fine-tune our products out in the real world before they ever hit the shelf. That means fewer surprises, smoother installs and satisfied customers who keep coming back.

Whether you're lifting a weekend warrior or outfitting a full-blown build, we've got your back with dependable gear and dealer-focused support.

ROUGH COUNTRY
roughcountry.com



Maradyne High Performance Fans

When performance matters, cooling isn't optional—it's critical. That's why more and more race teams, custom builders and distributors are turning to Maradyne High Performance Fans.

For over two decades, Maradyne has supplied high-quality DC electric fans designed to meet the real demands of racers, builders and distributors alike. Every fan is engineered, tested and assembled in-house—from first CAD drawing to final assembly. We build airflow solutions that perform under pressure: from drag strips to dirt tracks, cross-country hauls to desert climbs.

We serve a wide range of markets:

- **Automotive**: Racing, hot rods, off-road, street performance, muscle and classics
- **Mobile & Specialty**: Construction, agriculture, military, bus, RV and marine
- **Product Range**: Single and dual fans, Smart Start units, heaters, blowers, dash fans and upcoming BLDC models

Our latest innovation—the Smart Start series—reflects our drive to push fan technology forward, delivering smoother startups and electrical efficiency unlike anything else on the market. Distributors choose Maradyne for more than airflow. With a three-year warranty and marketing support that goes beyond the box, they get a strongly backed product—and a relationship—they can build on.

Ready to build a better cooling lineup? Let's talk.



MARADYNE HIGH PERFORMANCE FANS
maradynehp.com



RANDYS Worldwide



BUILT BY ENTHUSIASTS, ENGINEERED TO PERFORM

RANDYS Worldwide is the nation's leading manufacturer and distributor of aftermarket drivetrain, suspension and performance components—built by enthusiasts, for enthusiasts.

With a legacy rooted in engineering excellence and a deep passion for the automotive lifestyle, RANDYS is proud to serve the nation's top parts dealers and installers through a portfolio of premium brands designed to fuel replacement and performance.

RANDYS' family of brands includes industry leaders such as Carli Suspension, ICON Vehicle Dynamics, Yukon Gear & Axle, USA Standard Gear, Cognito Motorsports, Zumbrota Drivetrain, Dynatrac, East Coast Gear Supply, Evolution Driveline, Van Compass and more. Each brand is built on precision engineering, obsessive quality and a relentless commitment to perform.

Now, we're excited to introduce the newest member of the growing RANDYS family: BulletProof Hitches—a brand that represents ultimate strength, adjustability and towing confidence for work or play.

Whether it's performance suspension, race-proven axles, OE replacement or towing, RANDYS delivers best-in-class solutions backed by real-world expertise.

Our DNA is engineering, but our spirit is enthusiasm—we live for this, just like you and your customers.

Join us in pushing the limits of what's possible. Performance starts here.

RANDYS WORLDWIDE
randysworldwide.com



Rolling Big Power Tires





GO ANYWHERE YOU WANT WITH RBP X/T RX OFF-ROAD TIRES.

RBP tire was founded with the intentions of providing the best off-road tires available on the market. Everything we do is bold and we never fold under pressure. At RBP, we take pride in providing customers with the aesthetics, fitments and functionality that true enthusiasts demand. We offer exceptional value through our intelligently engineered tire designs that deliver reliable performance and durability.

Our comprehensive lineup includes both Rugged-Terrain and Mud-Terrain tires, crafted to meet diverse driving demands. We cater to a wide range of enthusiasts, from purist off-roaders and show trucks to full-blown race trucks. Our tires are engineered to provide the absolute best performance on the trails, with advanced tread patterns optimized for maximum capability in challenging conditions.

One example of this is the Repulsor X/T RX. This tire delivers exceptional off-road performance and handles rain, sleet, mud and snow with ease. Despite its rugged capabilities, it ensures a smooth ride, making it ideal for both off-road adventures and daily commutes.

The Repulsor X/T RX offers unmatched value for off-road enthusiasts. With a 50,000-mile limited tread life warranty, it combines durability, reliability and versatility, making it a top choice for those seeking both off-road prowess and on-road comfort. Experience the perfect blend of performance and comfort with the Repulsor X/T RX.

The Repulsor X/T RX is available in 31- to 37-inch applications, making it suitable for any truck or SUV.

ROLLING BIG POWER TIRES
rbptires.com



American Autowire

American Autowire has supplied the automotive restoration and hot rod industries for over 35 years. The components produced at our 47,000-square-foot facility have helped hobbyists and professionals complete countless projects, and our focus on consistency and quality has allowed for expansion into a wide range of private label and business-to-business relationships.

Our components have helped hobbyists and professionals complete countless projects.





Our manufacturing facility in Bellmawr, New Jersey, houses four distinct harness assembly departments.

This includes in-house wire cutting, quality assurance and shipping facilities. Other capabilities include state-of-the-art rapid prototyping, including new product development or reverse engineering.

Use of Six Sigma Lean manufacturing principles, onsite research and development, and sales/technical support promote clear lines of communication and a high level of agility.

Our dedicated team's passion for cars, quality and service ensure our customers will receive the correct product for their needs.

AMERICAN AUTOWIRE
americanautowire.com

Competition Clutch/The Wharton Automotive Group



In the era of investment group acquisitions, entrepreneur and funny car racer Paul Lee continues to build the largest aftermarket driveline group in the world. The Wharton Automotive Group is the No. 1 stop for everything drivetrain. McLeod Racing, FTI Performance, Silver Sport Technologies, Competition Clutch and Independence Driveline—our customers can find any solution for their driveline. Lee implements his methods of customer service, dealer support and innovative technology to support the driveline community.

McLeod Racing is the premier domestic clutch solution in the world. With clutch kits, flywheels and throw-out bearings, McLeod is the No. 1 stop for domestic applications both on and off the track. With the flagship RST and RXT twin-disc clutch kits, McLeod's clutches manage the horsepower to power results. McLeod is based in Anaheim, California.

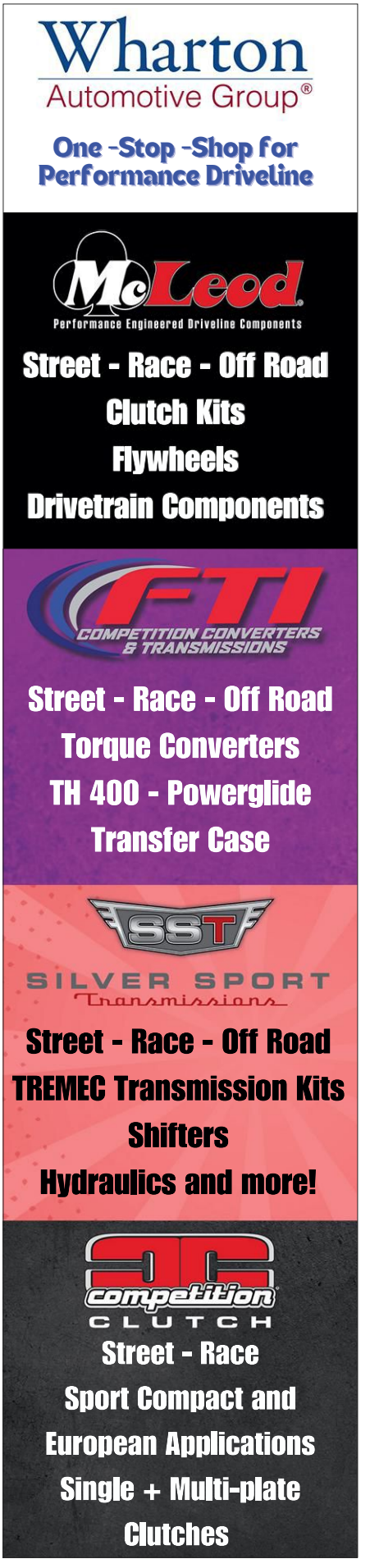
FTI Performance, based in DeLand, Florida, covers the automatic side of the driveline market. With automatic transmissions like the TH400, Powerglide and 700R4, FTI creates a winning package for your race setup with a variety of torque converters. Featuring bolt-together, weld-together and some self-adjusting torque converters, FTI offers comprehensive customer service to ensure that our customers are putting the correct combination in their street rod or race setup. Sniper Gearbox, a division of FTI Performance, offers transfer case gearboxes for mud racing trucks and monster trucks.

Silver Sport Transmissions is the largest TREMEC Elite Distributor. Silver Sport, based in Knoxville, Tennessee, provides entire solutions for a manual swap in your car. With Silver Sport PerfectFit Kits our customers can modernize the drivetrain of classic cars, trucks, street rods, 4WDs and imports. Each kit comes with all the components needed for an automatic-to-manual swap or manual-to-manual swap. Since Silver Sport is an Elite Distributor, it always has the popular transmissions available, like the TREMEC 5-speed TKX or 6-speed Magnum.

Competition Clutch is a sport compact racer's dream. Based in Anaheim, California, Competition Clutch manufactures the highest quality sport compact and European clutch assemblies. With multiple product levels and applications, Competition Clutch offers single-disc clutch kits, multi-plate clutch kits, flywheels, hydraulics and other components that every racer needs. From stock replacement to higher-capacity triple-disc setups, Competition Clutch has service techs ready to create a winning combination for you.

Exclusively B2B, Independence Driveline is the home of performance torque converters and transmissions. Independence is the leading global supplier of performance clutch kits, converter components, transmission parts and a wide selection of related high-performance driveline components. With extensive inventory, Independence Driveline will ship most orders the same day if an order is placed before 3 p.m. EST.

COMPETITION CLUTCH/THE WHARTON AUTOMOTIVE GROUP
competitionclutch.com



EXEDY Globalparts





EXEDY Corporation of Japan (formerly known as Daikin Manufacturing Company) is one of the largest independent OEM suppliers. We supply all of the major Japanese vehicle makers as well as Ford and GM in the U.S.

We are also the leading manufacturer of racing clutches in Japan and supply all six factory vehicle manufacturers' race teams. Unlike our competitors, our racing clutches are NOT rebuilt OE, or modified stock clutches. All EXEDY racing and performance clutches are engineered, designed and built from the ground up as race clutches, in the shadow of the OEM products.

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

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

EXEDY GLOBALPARTS
exedyusa.com

HooVer Products



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

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

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

As a multigenerational family business, we are proud to say that all our products are made in the United States. For over 50 years, we have included a Lifetime Warranty on all our products by covering defects in materials and workmanship, for your peace of mind.

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

The patented Pres-N-Snap is lightweight and portable with its heat-treated 356 frame and handle providing years of trouble-free service. HooVer Products Inc. has also developed interchangeable die sets for all your upholstery needs. Simply swap out the die set for your Pres-N-Snap tool to install the fasteners of your choice!

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

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

HOOVER PRODUCTS
hooverproducts.com

PRES-N-SNAP®
MADE IN USA
Since 1970

For all your upholstery fastener installation needs on Hot Rods, Convertibles & Boats

- Installs Snaps & Grommets
- Interchangeable dies for multiple applications
- Legendary tools that last a lifetime



HOOVER® Products
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IDIDIT LLC



Quality, American-made products, innovation and customer satisfaction are the cornerstones of IDIDIT's business. At IDIDIT, quality is more than just a promise—it's a principle that guides every aspect of our business. We are relentless in our pursuit of perfection, and we hold ourselves to the highest standards in every phase of production.

We understand that our reputation is built on the quality of our offerings, and we take this responsibility seriously, ensuring that each item reflects our dedication to excellence. We believe in the value of supporting local industries and communities, and we take great pride in contributing to the growth and sustainability of American manufacturing.

By sourcing materials from trusted local suppliers and employing skilled craftsmen and machinists, we maintain a deep connection to our roots and uphold the rich tradition of American-made. Our commitment to producing goods domestically also allows us to maintain stringent quality controls, ensuring that every product that leaves our facility is crafted with care and attention to detail.

In today's ever-evolving market, staying at the forefront of technological advancements is essential. We continually invest in the latest manufacturing technologies to enhance our production capabilities and ensure the utmost precision and efficiency in every product we create. We believe that unrivaled customer service is the foundation of a successful and enduring business.

IDIDIT's team provides a seamless and personalized experience, from the moment you browse our catalog to the delivery of your order and beyond. We strive to make every interaction a positive one, offering knowledgeable guidance, prompt responses to inquiries and reliable after-sales support. Our goal is to ensure that your experience with us is as outstanding as the products we offer.

IDIDIT LLC
ididit.com

IDIDIT®
AMERICAN MADE STEERING COLUMNS

Driven By Quality,
Steered by You
Since 1986!



Universal Series

IDIDIT Universal Series steering columns can easily be installed in your street rod, hot rod, kit car, or any application. Our Universal columns are sold by length rather than by application. We offer Straight, Tilt, and Tilt with Telescoping columns in this series.



Retrofit Series

"Retrofit" means that we have designed and developed a column that will fit your specific vehicle, often times with no modification required to your vehicle. When you buy one of our Retrofit columns, you are getting a perfectly engineered aftermarket column that will sit in the original steering column location, and in most cases, will put the steering wheel back in its original position. This is not a stock replacement, it's better!



Performance Series

IDIDIT Performance Series steering columns are light-weight, and designed for autocross, road course, off-road, street to strip, or any other competition racing. These columns come in two different styles, both are available in model specific or universal options.

Available Finishes



Paintable Steel | Chrome | Black Powder Coat

610 S. Maumee St, Tecumseh MI
517-424-0577 | ididit.com

Nickels Performance Distributors

Since the 1970s, Nickels Performance Distributors has been dedicated to delivering top-quality parts and exceptional service to our wholesale customers.

Located just a few miles from the iconic Bristol Motor Speedway in Piney Flats, Tennessee, we've built our reputation by offering access to more than 1,000 performance brands, same-day shipping from multiple locations and drop-ship options for added convenience.

We take pride in being more than just a parts distributor—we're racers, engine builders and performance enthusiasts ourselves. This hands-on experience drives our passion for the high-performance automotive industry and allows us to truly understand our customers' needs.

Whether it's drag racing, street performance or anything in between, our team is committed to helping customers succeed by providing the latest products and expert support.

Our knowledgeable staff is always available to assist with product recommendations, technical questions or order support. To further enhance the customer experience, we've also upgraded the Nickels e-Store, offering a convenient online portal where customers can easily place orders, check inventory and access invoices—all with just a few clicks.

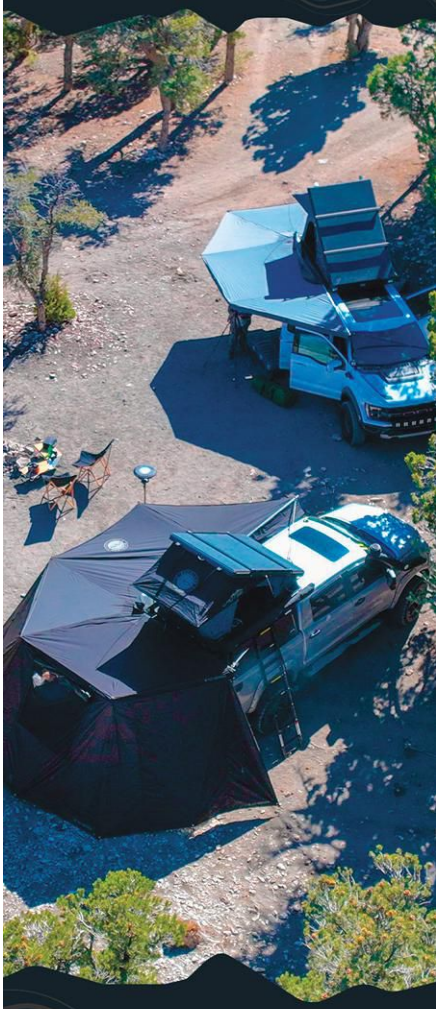
At Nickels Performance, we're proud of our long-standing reputation for reliability, integrity and excellence. Our mission is to remain a trusted partner in the racing and performance community by continually offering the best products and service in the industry.

If you're interested in learning more about our offerings or applying to become a customer, we invite you to visit our website, nickels-performance.com, or give us a call at 800-251-0331. We look forward to helping you achieve success—on the track, on the street and beyond.



NICKELS PERFORMANCE DISTRIBUTORS
nickels-performance.com



OVS
OVERLAND VEHICLE SYSTEMS
To INSPIRE and EMPOWER People to ADVENTURE

Questions? Contact us at
sales@overlandvehiclesystems.com
833-226-4863
Learn More at
overlandvehiclesystems.com

Overland Vehicle Systems



Overland Vehicle Systems (OVS) is a leading provider of high-quality gear for the off-roading and overlanding community. Headquartered in Santa Fe Springs, California, OVS has built a reputation for delivering rugged, innovative solutions that enhance outdoor experiences for adventure seekers across the globe.

Specializing in rooftop tents, awnings, storage solutions, recovery gear and air systems, OVS designs every product with the challenges of the trail in mind. Whether you're navigating the backroads of North America or exploring the wilds of Australia, OVS equipment is built to perform when it matters most.

What truly sets OVS apart is its customer-first philosophy. With expert product guidance and responsive support, the brand is committed to ensuring that every journey—no matter how remote—starts with confidence.

OVS believes reliability is nonnegotiable when you're far from home, and its gear reflects that promise.

Beyond products, OVS has cultivated a global community of like-minded explorers who trust the brand not only for its durability and innovation but for its dedication to the spirit of adventure. From weekend campers to full-time overlanders, OVS is proud to be part of the journey.

Driven by innovation. Defined by reliability. Backed by a worldwide community. Overland Vehicle Systems is built for those who go farther.

OVERLAND VEHICLE SYSTEMS
overlandvehiclesystems.com

SPAL Automotive USA



Crafted by professionals for professionals, SPAL electric cooling fans (brushed and brushless) provide reliability, extreme durability and superior performance under the most challenging race conditions that is second to none. Founded in 1959, the production facility in Correggio, Italy, is home to the engineering, research and development, and manufacturing departments. It features six automated production lines, capable of producing more than 7 million fans, blowers and coolant pumps annually.

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

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

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

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

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

SPAL AUTOMOTIVE USA
spalusa.com



Trim-Lok Inc.



At Trim-Lok, we specialize in extruded plastic and rubber trims, seals and gaskets, serving a broad range of industries with precision and expertise. With over five decades of experience behind us, we've become the supplier of choice for both off-the-shelf and custom-designed profiles.

We're known not just for what we make, but how we make it. Our expertise in multi-material co-extrusion allows us to combine two, three or even more materials into a single, continuous profile, delivering solutions that meet precise performance and design requirements. This process not only enhances functionality, such as combining edge protection and sealing, but also simplifies product assemblies by integrating what would typically be multiple parts into a single co-extruded component. The result is a more efficient design, reduced assembly time and fewer points of failure, all while maintaining the durability and consistency our customers rely on.

Whether your application calls for flexibility, strength, weather resistance or all of the above, we have the engineering and production capabilities to deliver a solution that works.

Beyond extrusion, we offer a full range of secondary operations, both in-line and off-line, to help reduce assembly time and improve product performance. From cut-to-length and color matching to slip coating, flocked tape, drilling, notching, hole-punching and mitered corners, we build value into every part. We also fabricate frames and produce O-rings in-house to meet more complex or customized needs.

We manage every stage of production in-house, from design through delivery. With our own tool and die department, as well as dedicated machine and maintenance shops, we maintain full control over quality, lead times and process efficiency. This level of integration allows us to respond quickly to customer needs, make adjustments on the fly and ensure consistent results across every order.



"We have the tools, the team and the experience to help you find the right part the first time. Every. Single. Time."
-Dan Whitener

Whether you're looking for a standard extrusion or a completely custom solution, Trim-Lok is ready to help. We bring together technical know-how, hands-on manufacturing experience and a commitment to getting it right every time.

TRIM-LOK INC.
trimlok.com

Restyling
AFTERMARKET ACCESSORIES

Fleet Services p. 66 / Restyling Products p. 69



Today's performance shocks deliver comfort and performance with no compromises. (Photo courtesy ICON Vehicle Dynamics)

Feel FOR THE Road

Performance shocks improve handling & stability for customers from all walks of life.

BY JOHN CAROLLO

Looking for a product category your shop can sell to performance enthusiasts, off-roaders and daily drivers alike? Take a look at the performance shocks market.

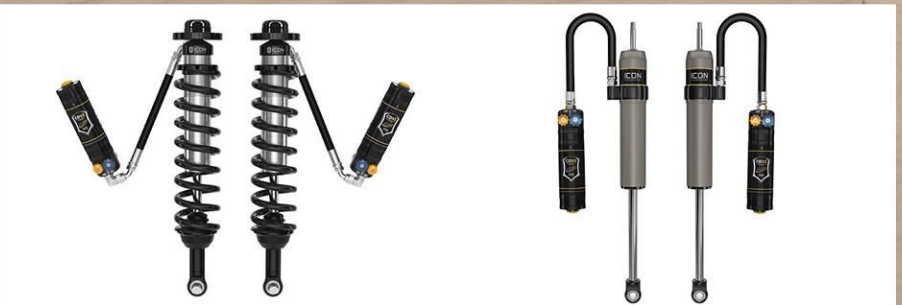
Designed to help vehicles handle wheel-and-tire swaps while improving drivability and control, there's a performance shock offering for customers from all walks of life. Factor in their relative ease of installation and inclusion in many types of upgrade packages, and it's easy to see why the performance shocks market continues to grow.

Often offering opportunities for adjustability and the chance to rebuild if required, performance shock selection benefits from a professional's knowledge and experience. To help your shop become the local performance shocks expert, suppliers share thoughts on market direction, sales techniques and attractive new products to give drivers the best feel for the road.

GOING MAINSTREAM

Aftermarket shock upgrades are among the product categories that appeal to many types of drivers and suit different driving styles.

"Performance shocks are no longer just for hardcore off-roaders or weekend racers—they've gone mainstream," says Justin Schulz, Gamma Products Manager, aFe POWER/Sway-A-Way. "With the rising popularity of overlanding, lifted trucks and even performance street builds, there's growing demand for improved ride quality, handling and adjustability. Customers want the aggressive off-road look and added capability of high-performance shocks, but without sacrificing daily comfort on the road."



Technological advancements over the past 20 years have pushed suspension components to higher levels of performance, tunability and longevity. (Photos courtesy ICON Vehicle Dynamics)

PERFORMANCE SHOCKS

■ **HOT PRODUCTS:** Sway-A-Way 2.5- and 3.0-Inch Adjustable Coil-Overs & Piggyback Reservoir Shocks
■ **FEATURES & BENEFITS:** Available for late-model trucks and SUVs including Toyota Tacoma, Ford Raptor and Jeep Wrangler JK platforms; made in the USA and designed for serious performance; 7/8-inch nitro steel shafts; spherical bearings; vehicle-specific tuning.

aFe POWER/Sway-A-Way
Justin Schulz
Gamma Products Manager

■ **HOT PRODUCT:** BILSTEIN B8 8112 (ZoneControl CR) DSA+
■ **FEATURES & BENEFITS:** Top-tier suspension solution for serious off-roaders who still want daily comfort; ZoneControl CR technology uses three internal pistons to manage three distinct compression zones and two rebound zones; Dual-Speed Adjustable Compression (DSA).

BILSTEIN of America Inc.
Chelsea Leap
Marketing Manager

■ **HOT PRODUCT:**
2.5 Performance Series
■ **FEATURES & BENEFITS:** Delivers the benefit of running a 2.5-inch-diameter shock without the hassle of mounting remote reservoirs or adjusting clickers; aluminum shock body prevents corrosion; aluminum internal floating piston separates the nitrogen charge from the shock fluid.

FOX Shocks
Bryce Fish
Marketing

■ **HOT PRODUCTS:**
Performance Shocks
■ **FEATURES & BENEFITS:** Range from 2.0 entry-level to 2.5 electronically controlled offerings; optimized as part of complete vehicle-specific suspension system upgrades for popular applications including the latest Toyota models; "holistic engineering" ensures full compatibility.

ICON Vehicle Dynamics
Dylan Evans
Engineering/R&D/Racing

■ **HOT PRODUCTS:** RockSport Black 2.5-Inch Aluminum Body Adjustable Remote Reservoir Shocks
■ **FEATURES & BENEFITS:** Eight distinct compression settings for adjustability; Mil-Spec Type III hard anodized Black Infinity finish; oversized 7/8-inch induction hardened/chrome plated shafts; parabolic valve; 100% rebuildable; improved aesthetics; made in the USA.

MetalCloak
Scott Becker
Marketing/Media Director

■ **HOT PRODUCT:**
SX8000
■ **FEATURES & BENEFITS:** A nitro gas shock with 11-stage progressive valves for optimum performance; the 11 valves cool the shocks when off-roading to provide a superior ride on the road or trail; affordable price point.

Tuff Country EZ-Ride Suspension
Kelly Davis
Founder and CEO



Performance shocks are one of the most effective upgrades for improving vehicle handling, ride comfort and safety. (Photos courtesy BILSTEIN of America)

With performance and aesthetic attributes, there's something for everyone, says Kelly Davis, founder and CEO of Tuff Country EZ-Ride Suspension.

"The performance shock market is a very easy upgrade to sell the customer," he notes. "Tuff Country has shocks for both lifted and stock applications."

Technological advancements over the past 20 years have pushed suspension components to higher levels of performance, tunability and longevity.

"These days you can get a performance suspension system that rides better than stock with no compromises," says Dylan Evans, engineering/R&D/racing for ICON Vehicle Dynamics. "Many shock offerings are now rebuildable, so instead of replacing them at 40,000 miles, they are now an investment. The parts are designed to work together, so you're not selling just a component but a vehicle-specific solution that removes all the aspects that make installations difficult."

Versatility is an attractive attribute, says Scott Becker, marketing/media director for MetalCloak.

"Adjustable high-performance shocks allow for the best of both worlds—customers can have both performance and comfort," he says. "They choose the performance setting along with the comfort level they want. The shocks can be easily adjusted to softer settings when loads are nominal and then simply 'dialed in' as loads increase or when additional performance is required."

The promise of a quick and easy performance upgrade only increases the demand.

"Performance shocks are one of the most effective upgrades for improving vehicle handling, ride comfort and safety—making them an easy value-add for customers," says Chelsea Leap, marketing manager for thyssenkrupp/BILSTEIN of America Inc. "For shops, this means a high-margin opportunity that complements other services, helps build repeat business and attracts performance-minded enthusiasts who often become long-term customers. With the growing popularity of off-road, track day and adventure lifestyles, there's never been a better time to tap into this expanding segment."

Regardless of how drivers are testing the limits of their vehicles, a performance shock upgrade is among the quickest ways to improve ride quality, says Bryce Fish, marketing, FOX Shocks.

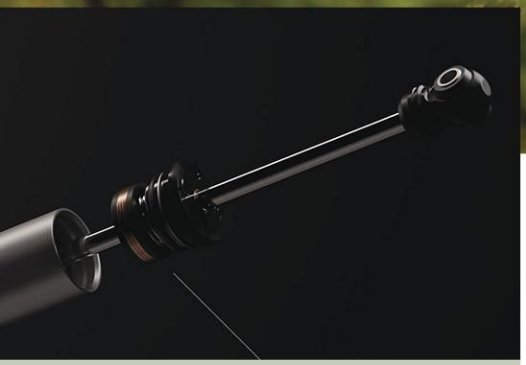
"High-quality shocks transform the driving quality and comfort of a vehicle like a light switch. They're a night-and-day difference compared to stock shocks."

FACT FROM FICTION

There's a lot of information—and misinformation—floating around about per-



A performance shock upgrade is among the quickest ways to improve ride quality. (Photo courtesy FOX Shocks)



Quality shock upgrades make a difference on every drive. (Photo courtesy FOX Shocks)

formance shocks for both consumers and professionals. One thing that's proved true, however, is their popularity with auto enthusiasts, who are willing to pay for tangible performance upgrades.

"Many shops underestimate the value customers place on ride quality and control and believe they won't pay for premium shocks," says Leap. "When positioned correctly, as a comfort, safety or longevity upgrade, customers are often willing to spend more for a noticeable improvement. It's all about helping them see the 'why.'"

Various price points appeal to buyers with different budgets.

"One of the big misconceptions about performance shocks is that they are a very expensive upgrade," says Davis. "While some aftermarket performance shocks can be very pricey, our SX8000 shock, for example, comes in at a very affordable price point."

Don't wait to suggest a shock upgrade until they are leaking or completely worn out, she adds.

"Today's customers are more educated and performance-minded than ever. They're open to upgrades if they understand the benefits, whether it's sharper handling, better control with a load or added comfort on rough roads."

Educated drivers will see the advantages of added features.

"Shops often think customers will not spend the money for this type of performance—this is totally wrong," says Becker. "What customers need is for shops and manufacturers to educate them, so they understand the benefits of high-performance shocks."

The variety of applications speaks loudly, Fish says.

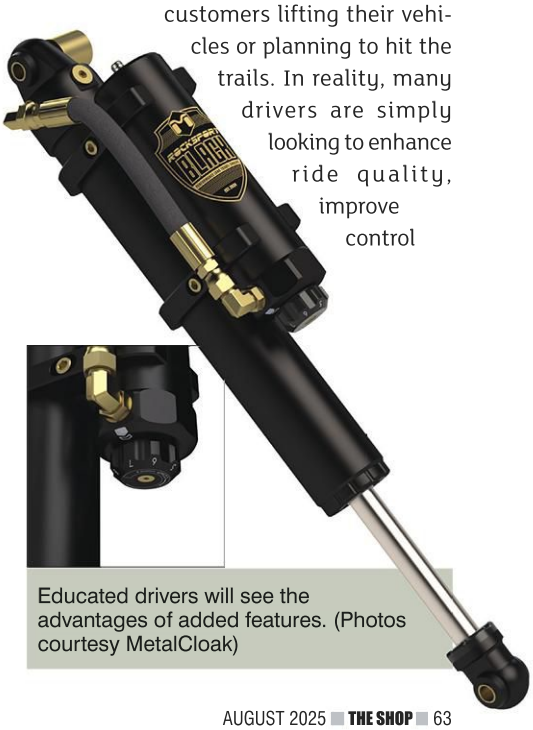
"Aftermarket shocks aren't just for racers or rock-crawlers. They provide benefits to the customer who's towing a trailer, camping on the weekends or daily driving. FOX shocks make a difference on every drive, whether you've left the pavement or are just grabbing groceries."

The newest offerings seamlessly blend better performance with comfort and longevity.

"Many shock advancements over the years came from race cars, and there's an old saying, 'race car parts, race car problems,'" says Evans. "But technology is now so good that these upgrades are palatable even for the daily driver. These newer shocks yield a great, comfortable ride, so you're not compromising."

Years of research have helped manufacturers dial-in preferred offerings for different vehicles. Added adjustability further focuses the products for individual use cases.

"One common misconception is that performance shocks are only for customers lifting their vehicles or planning to hit the trails. In reality, many drivers are simply looking to enhance ride quality, improve control



Educated drivers will see the advantages of added features. (Photos courtesy MetalCloak)



Selling suspension upgrades as a system instead of just a single component adds value and increases profitability. (Photo courtesy aFe POWER/ Sway-A-Way)



Performance shocks have gone mainstream. (Photo courtesy aFe POWER/Sway-A-Way)

or reduce body roll without necessarily changing the look or stance of their vehicle. Performance shocks offer benefits far beyond off-road use," says Schulz, referencing his company's threaded shock bodies as one way to exactly match customers' needs.

SMOOTH SELLING

Smart shops are always looking to increase sales. Personalized suggestions are a good place to start.

"Encourage the customer to shop by their use case," says Fish. "FOX makes three product series—Performance Series, Performance Elite Series and Factory Race Series. Whether you're an off-road enthusiast or only looking for a stock replacement shock, there's a solution for every customer's budget."

A hands-on experience can help drivers familiarize themselves with the products and their features.

"Educate the customer by letting them drive or ride in a vehicle equipped with performance shocks—once they feel the difference, the sale is much easier," says Schulz from aFe POWER/Sway-A-Way. "Bundle shocks with complementary upgrades like control arms, leaf packs or bump stops. Selling the system instead of just a single component adds value and increases profitability."

Another key selling point, he adds, is that many high-quality performance shocks are serviceable, rebuildable and tunable.

"That means if a customer adds a rooftop tent, steel bumpers or other heavy accessories down the road, they don't need to replace the shocks," Schulz explains. "Instead, the shocks can be re-valved to match the new setup, allowing the vehicle to maintain proper ride quality, stability and control no matter how it's configured. It's a smarter long-term investment that provides real value to customers."

Often the first step is simply introducing the product category to customers searching for vehicle upgrades.

"Make shocks a proactive part of every customer consultation. Train your team to identify upgrade opportunities—like tire upgrades, towing, off-roading or spirited driving habits—and explain the benefits

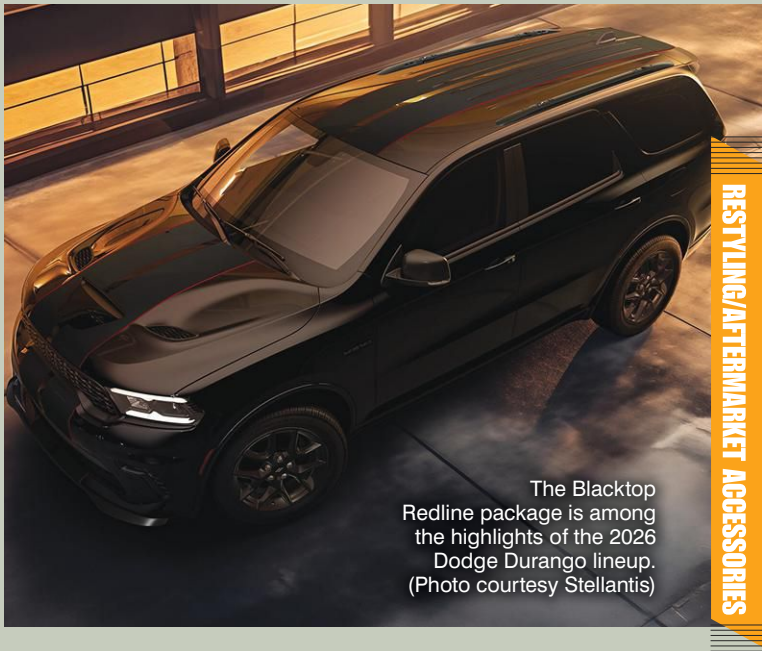
HEMI LEADS DODGE'S 2026 DURANGO LINEUP

Dodge is powering the brand's performance SUV mix for the 2026 model year with a special focus on the popular Hemi-powered Dodge Durango R/T, while also introducing a new 2026 Dodge Durango R/T Blacktop Redline package, bringing back the R/T Tow N Go package as a standalone option and delivering a refreshed wheel lineup for the R/T model.

Next year's lineup will feature the Durango GT, the 5.7L Hemi V-8 engine-powered Durango R/T with 360 hp and the most powerful gas engine SUV ever—the 710-hp Dodge Durango SRT Hellcat, the company announced.

"The Dodge Durango is the three-row muscle SUV and is equipped with Dodge muscle car attitude, best-in-class towing at every trim level and an ability to seat up to seven," says Matt McAlear, Dodge CEO. "The Hemi-powered Durango offers the only V-8 in its class and the most horsepower under $50,000. It's a powerful combination, and customers value its unique proposition of power and performance."

- ***2026 Dodge Durango R/T***—The Hemi V-8 will be backed by standard all-wheel drive, new 20-by-8-inch Satin Carbon wheels, a performance hood, Alpine audio with nine speakers and subwoofer, performance steering and suspension, a 10.1-inch touchscreen and related interior touches.
- ***Blacktop Redline package***—Set for the 2025 Durango GT, the package rides on new 20-by-8-inch Black Noise wheels, features front and rear SRT spoilers and stands out with blacked-out Hemi fender badging, Dodge grille badging and black exhaust tips. The 20-by-10-inch Lightweight Forged Lights Out wheels are available by adding the Tow N Go package to the Durango R/T Blacktop Redline.



The Blacktop Redline package is among the highlights of the 2026 Dodge Durango lineup. (Photo courtesy Stellantis)

- ***2026 Dodge Durango GT***—Offering 3.6L V-6 power, standard content for the entry-level SUV includes the TorqueFlite 8-speed automatic transmission, seven-passenger seating, a 10.1-inch touchscreen with Uconnect 5 system, heated front seats, six-speaker Alpine audio, 20-inch wheels, power sunroof, Nappa leather seats, Trailer Tow group and more.

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of better damping and control," suggests Leap. "A simple before-and-after test drive or showing real-world examples like testimonials or photos of builds can go a long way. Partnering with trusted brands like BILSTEIN also adds credibility and confidence for your customers."

Taking the time to know your customers and their goals is a strong first step, allowing shops to choose products based on individual needs.

"My favorite sales tactic has aways been education," says Evans from ICON Vehicle Dynamics. "Use demonstrations and videos to highlight the features and benefits, and how specific systems work to enhance specific vehicles."

Salespeople can start with simple questions about preferred ride quality and planned vehicle usage.

"A lot of times the consumer does not even think of replacing shocks, so by asking the customer what kind of shape their shocks are in brings attention to this," says Davis from Tuff Country EZ-Ride Suspension. "When lifting a truck or SUV, most of the time new shocks are required. It is also good to note that when a customer is buying overloads it's an ideal time to buy new shocks in conjunction with the airbag purchase."

Finally, rely on your partners for the products and knowledge you need to succeed, says Becker from MetalCloak.

"Ask for training from your suppliers/manufacturers," he says. "Let customers know that they can have both tight handling and soft, compliant comfort—they don't have to sacrifice. And, with adjustable shocks, you can simply turn the dial for the tune you need." ***TS***



With performance and aesthetic attributes, performance shocks offer something for everyone. (Photo courtesy Tuff Country EZ-Ride Suspension)

Rethinking Fleet Service for Independent Shops

Enhanced data analysis & EV service capabilities will be required to serve commercial customers moving forward.

BY IAN GARDNER



Independent repair and upgrade shops have long served local commercial and business fleet customers, especially when it comes to their service and maintenance needs. (Photo courtesy NTEA/Work Truck Week 2025)



Ian Gardner is the founder of EVAI, a cloud-based, AI-enabled platform for fleet electrification and management. Utilizing specialized fleet and EV-focused AI tools combined with deep operational experience in the commercial EV and fleet spaces, EVAI delivers TCO and uptime to fleet managers, enabling them to realize a positive ROI on their alternative fuel vehicle and infrastructure investments. Visit goev.ai.

Independent repair and upgrade shops have long served local commercial and business fleet customers, especially when it comes to their service and maintenance needs. The rapid evolution of connected vehicle data now presents an opportunity for independent shops to further grow this business, but their ability to properly leverage this data poses great challenges for the success of this business opportunity.

Recent findings from the EVAI U.S. Independent Repair Shop Fleet Business Survey, which was presented to 2,500 shops across the U.S. in April, underscore the urgent need for better communication, advanced diagnostic tools and improved access to connected vehicle data if independent shops are to remain relevant and profitable with fleet customers in the years ahead.

MARGIN COMPRESSION & NEW REVENUE STREAMS

The days of stable revenue driven by consistent consumer demand have shifted for the independent repair and upfit industry. Independent shops are now contending with increased operational costs, changing customer expectations and heightened competition.

As higher interest rates and elevated vehicle prices extend the lifespan of vehi-

For many independent shops, commercial fleet service represents a growing portion of their business. (Photo courtesy NTEA/Work Truck Week 2025)



cles on the road, demand for aftermarket upgrades, service and repair has intensified. Yet, this has also created more competition, pushing independent shops to reevaluate how they operate and grow.

Because of this, the service and parts side of the business has become an even more important profit center. For many independent shops, commercial fleet service represents a growing portion of this business.

According to a recent industry survey, 31% of independent shops currently service commercial and business fleets, with most handling between 11 and 100 fleet vehicles per month. For nearly half of these shops, fleet service accounts for 11% to 25% of their repair business, providing a vital revenue stream.

With longer vehicle life and more expensive OEM parts increasing service needs, independent shops that offer better fleet management tools can build stronger relationships, encourage repeat visits and differentiate themselves in a fiercely competitive market.

FLEET SERVICE: OPPORTUNITIES & CHALLENGES

Despite its promise, the commercial fleet segment comes with hurdles. Communication between shops and fleet managers is often sporadic or nonexistent, with nearly 60% of surveyed shops reporting they rarely or never communicate with their fleet customers.

This lack of engagement hampers fleet customer retention and limits opportunities for upselling or proactive maintenance.

Geography and price competitiveness also present barriers to acquiring and retaining fleet customers. To stand out, independent shops must prioritize the customer experience—offering streamlined scheduling, transparent pricing, consistent turnaround times and proactive communication. These factors build trust with fleet operators and can drive higher service volume and customer loyalty in a crowded market.

THE DATA DILEMMA

As fleets become increasingly connected, independent repair shops have an opportunity to differentiate themselves by leveraging vehicle data to support predictive maintenance and improve service efficiency. However, the survey reveals that 60% of shops still struggle to access and apply connected vehicle data effectively.



To thrive, independent repair shops should embrace digital transformation and invest in AI-driven solutions that enhance operational efficiency, customer engagement and data-driven decision-making. (Photo courtesy NTEA/Work Truck Week 2025)



Workhorse Group Inc. recently completed a 2,400-mile drive from Cincinnati, Ohio, to Anaheim, California, in the company's W56 electric step van. Only 19% of surveyed shops currently service EVs for fleets. (Photos courtesy Workhorse Group Inc.)

While most rely on third-party diagnostic and telematics tools, challenges with integration and usability are ongoing pain points. Predictive maintenance alerts and vehicle health reports are the most commonly used data types, but only a small fraction of shops store this data for long-term analysis, such as tracking total cost of ownership (TCO) for fleet customers.

Recognizing the need for improvement, over 40% of surveyed shops expressed a desire for better tools to capture and analyze connected vehicle data, while a similar portion were unsure of how to proceed. The complexity of diagnostics and repair, particularly as vehicles become more technologically advanced, was cited as a top challenge by nearly a third of respondents.

Advanced diagnostic tools, better integration of service information and more efficient scheduling systems topped the list of desired improvements, highlighting the growing importance of digital transformation in independent repair operations.

THE EV TRANSITION: READINESS & RELUCTANCE

While the broader market is now seeing slower EV adoption, the commercial fleet segment lags even further behind. Only 19% of surveyed shops currently service EVs for fleets, while 60% do not and 20% are unsure. This lack of readiness can be a significant concern for some businesses, given the growing emphasis on sustainability and the predicted inevitable shift toward electrification in fleet operations.

For independent shops, the transition to EVs is not just about technical capability but also about data. As fleets weigh the TCO of electric versus internal combustion engine (ICE) vehicles, access to comprehensive maintenance and performance data will be essential for informed decision-making. Yet only 10% of shops currently store connected vehicle maintenance data for future TCO analysis, underscoring a critical gap that must be addressed to support fleet customers through the EV transition.

THE PATH FORWARD

To thrive, independent repair shops must embrace digital transformation and invest in AI-driven solutions that enhance operational efficiency, customer engagement and data-driven decision-making. AI-powered tools can help streamline service workflows, improve diagnostics accuracy, personalize customer interactions and enhance scheduling systems.

For the commercial fleet segment, these innovations are not optional. Independent shops must develop robust systems for capturing and leveraging connected vehicle data, improve communication with fleet managers and offer seamless digital experiences that meet the expectations of modern business customers.

This may include integrating scheduling platforms, offering transparent pricing and providing comprehensive TCO analysis tools that help fleets navigate the complexities of electrification and vehicle life cycle management.

At the same time, shops must continue to diversify their service offerings, exploring new revenue streams such as EV charging services, mobile repair and fleet servicing. The industry is still in an experimentation phase, but those who move quickly to adapt will be best positioned to capture emerging opportunities. ***TS***

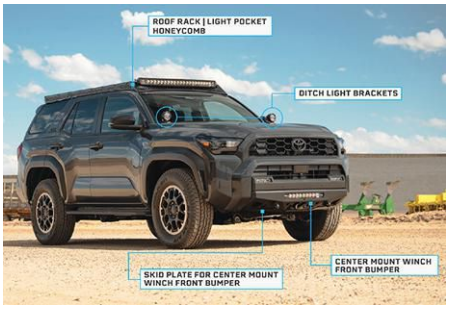


Truck Bed Mats

Westin Automotive, San Dimas, California, presents its Truck Bed Mats. Made in the USA, the durable mats are constructed from 100% recycled heavy-duty rubber, providing a thick, nonslip surface that prevents cargo from shifting and protects the truck bed from scratches, dents and rust. Each mat is precisely cut to fit specific truck makes and models, ensuring simple installation and a professional appearance.

4Runner Accessories

Rago Fabrication, Chandler, Arizona, part of **Horsepower Automotive Group**, presents its complete accessory line for sixth-generation Toyota 4Runner models. Available products include a 2025 4Runner center mount front bumper, front skid plate, roof rack, light pocket roof rack, roof rack rear decking panels, and ditch light brackets. The bumper features a high-clearance design, 20-inch light bar mount, hidden heavy-duty winch mount and a pair of D-ring mounts. A matching aluminum front skid plate is available for added protection.



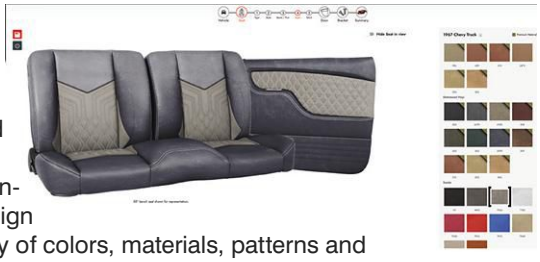


3D Visualization Tool

RealTruck, Ann Arbor, Michigan, presents its RealTruck Builder interactive website 3D visualization tool. Designed to offer enthusiasts the opportunity to easily visualize their dream vehicle and directly explore and shop accessory combinations guaranteed to fit, visitors can customize by choosing a specific vehicle model by year and make, including truck bed and cab configuration and OEM paint colors. Users can save and share their custom rigs via a link, making it easy to get feedback, return later, or pass along to a friend or dealer.

Online Seat Configurator

TMI Products, Corona, California, offers its Online Seat Configurator, recently expanded to include bench seats. Designed to enhance the ordering process for custom seats, the updated configurator allows customers to design bench seats with the same variety of colors, materials, patterns and stitching options as bucket seat customers, including those looking for seats in the popular DDL (Double-Diamond with Lines) and AR2 patterns. The highly anticipated Sport H and Sport Q patterns will be added to the configurator later in the year.





18-Inch Wheels

ICON Vehicle Dynamics, Riverside, California, presents its 18-Inch Recon PRO wheels with 40mm offset. The on- and off-road performance wheels are available for applications that require a high offset (plus-40mm) and 18-inch wheel in order to maximize tire size and choice for select vehicle configurations. Recon PRO features InnerLock DOT-compliant bead-retention technology, replaceable satin black HALO Wheel Armor and aggressive 16-spoke styling. Available finishes include charcoal and satin black.



Camping Lights

KC HiLiTES, Flagstaff, Arizona, presents its portable Camping Lights designed to deliver rugged, rechargeable illumination for every adventure, from backcountry campsites to overlanding expeditions. The KC FLX Series features high-lumen flashlights, headlamps and task lights built for durability and performance. With USB-C recharging, Broadview wide-beam technology and twist-focus beams, the lights ensure maximum visibility in any environment. ***TS***

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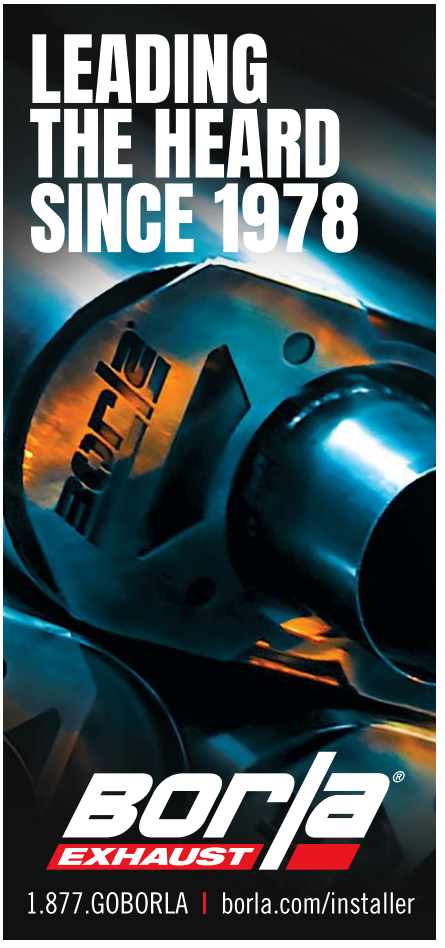


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Has the 6x6's Time Arrived?



The 6x6 Bedrock XT2's modular design emphasizes function and is tailored to the needs of long-distance travelers. (Photo courtesy KRUG Expedition)

As today's extreme off-roaders and overlanders look to cover new ground—literally and figuratively—there are times when simple four-wheel vehicles just won't cut it. So, has the 6x6's time arrived?

A pair of recent builds show the versatility and capability provided by adding another two-wheel axle to an already rugged pickup.

KRUG Expedition, a builder of elite off-road expedition vehicles, recently unveiled what company officials call its "most ambitious and refined model to date"—the brand-new 6x6 Bedrock XT2. Built on a rugged 6x6 platform and featuring a luxurious, spacious living module, the idea was to set a higher standard for high-end overland travel.

"The new 6x6 Bedrock XT2 represents the pinnacle of what we've always aimed to create—true independence, rugged capability and the freedom to roam the world in complete luxury," says Slawa Knorr, CEO. "With the XT2, we're not just offering a vehicle—we're offering an entirely new lifestyle. With enhanced power and performance paired with more interior space than ever before, this new Bedrock XT2 establishes an entirely new level of off-road exploration in the expedition vehicle category."

Stretching past 27 feet in length, the vehicle's imposing 6x6 all-wheel drive configuration is said to dramatically enhance off-road capability, control and payload capacity. A modular design emphasizes function and is tailored to the needs of long-distance travelers.

Built on a custom AT44 XT2 Ford F-550 chassis courtesy of Arctic Trucks, the Bedrock XT2 boasts the power and performance required to navigate the most remote landscapes through a stout 6.7L V-8 diesel good for 330 hp paired with a 10-speed automatic transmission.



Apocalypse 6x6 trucks have made waves on "Jay Leno's Garage" and starred in Paramount's action-comedy "The Lost City." (Photo courtesy Apocalypse Manufacturing/SoFlo Customs)

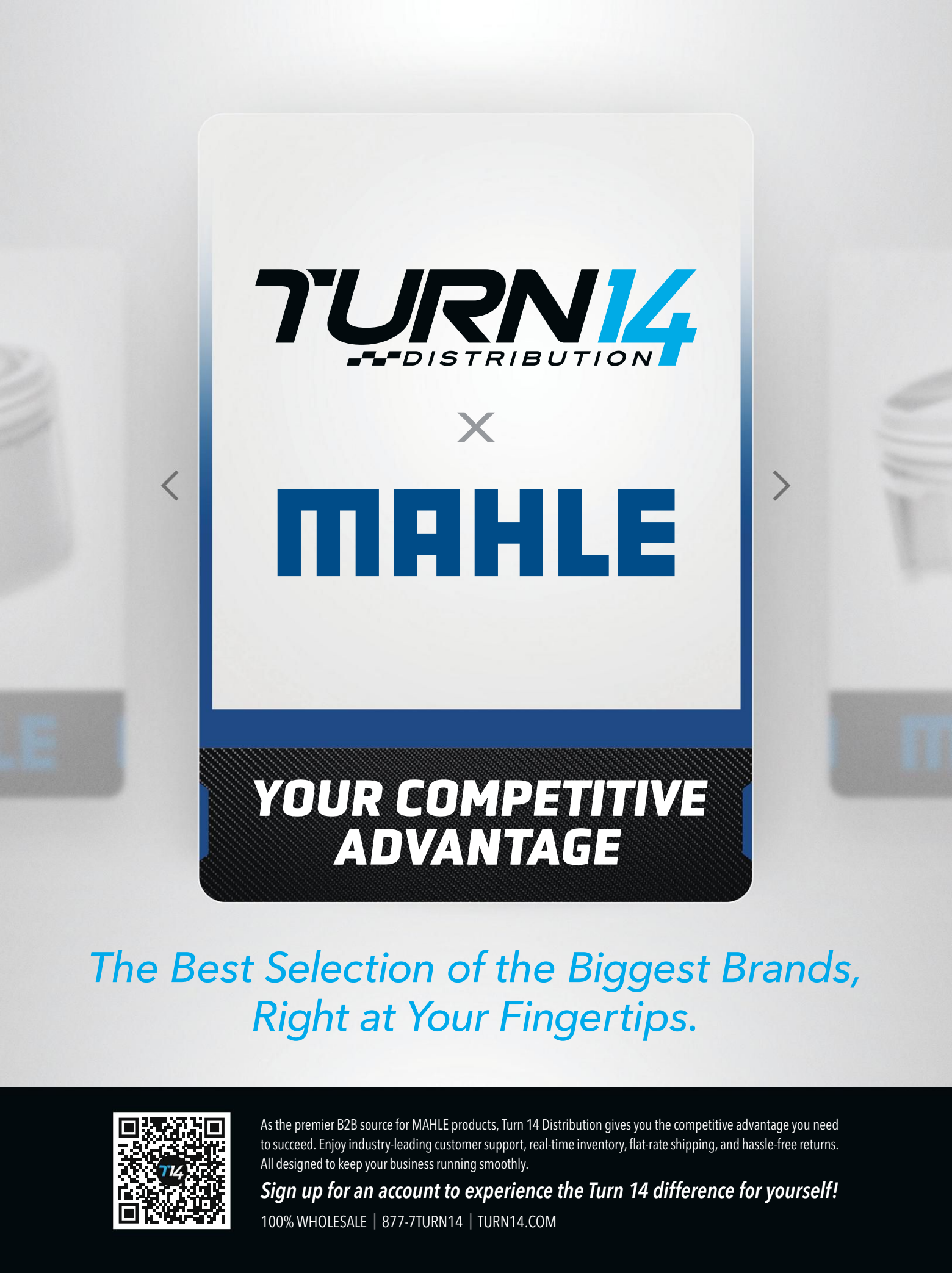
Sporting dimensions of 148 inches in height and 98 inches in width, the new 6x6 Bedrock is ready to tackle any terrain, from the icy routes of Siberia to the rocky deserts of Baja.

Meanwhile, in early June, Apocalypse Manufacturing and its exclusive retailer, SoFlo Customs, opened their fourth Florida facility. The new Tampa location serves as both a retail showroom and an experience center, allowing enthusiasts to see elite vehicles in person. Grand opening festivities included media test drives of Apocalypse 6x6 trucks.

"Expanding into Tampa Bay is more than opening another dealership—this is about bringing our unmistakable product and level of vehicle craftsmanship to a brand-new, northernly located audience," said Joseph Ghattas, president, engineer and head designer of Apocalypse Manufacturing and SoFlo Customs. "Our builds are truly incomparable to anything the Tampa market has seen before and, based on the sheer number of customers from the area that we have previously sold, we know this latest expansion will be a tremendous success."

Apocalypse 6x6 trucks have made waves on "Jay Leno's Garage" and starred in Paramount's action-comedy "The Lost City" with Brad Pitt, Channing Tatum and Sandra Bullock. The 500- to 850-hp beasts are powered by a 392 Hemi or Hellcat engine.

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