



# FASTLANE

research

## NEWS

Issue #2

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Automotive Digest – The Week's Hot Topics and News



### **Technology to Impact Industry**

Considering that the responding manufacturers represent all the various product categories covered by the industry some of the automotive technologies seen as having a higher amount of impact are interesting. For instance, four different technologies are viewed by 35% of manufacturers as having a negative impact on their business during the next 2 years: clean diesel technology, hybrid electric vehicles, electronic control of the engine / engine components and moving away from CAN data busses.

#### **Level of Impact Expected During the Next 2 Years**

<b>Automotive Technology</b>	<b>No Impact</b>	<b>Very Little Impact</b>	<b>Some Impact</b>	<b>Noticeable Impact</b>	<b>Very Large Impact</b>
Drive-by-wire (steer-by-wire, brake-by-wire, etc.)	52%	15%	15%	11%	7%
Clean diesel technology	53%	12%	14%	17%	4%
Fuel cell vehicles	60%	14%	18%	7%	1%
High performance halogen & xenon lighting	79%	7%	6%	4%	4%
Hybrid electric vehicles	50%	15%	22%	10%	3%
Variable valve technology	70%	12%	12%	4%	2%
Tire pressure monitoring systems	78%	13%	6%	3%	0%
New materials used on new vehicles	44%	23%	25%	4%	4%
Electronic control of engine / engine components	49%	15%	13%	17%	5%
Emissions control technology	53%	14%	8%	16%	8%
Moving away from CAN data busses	55%	10%	18%	10%	7%

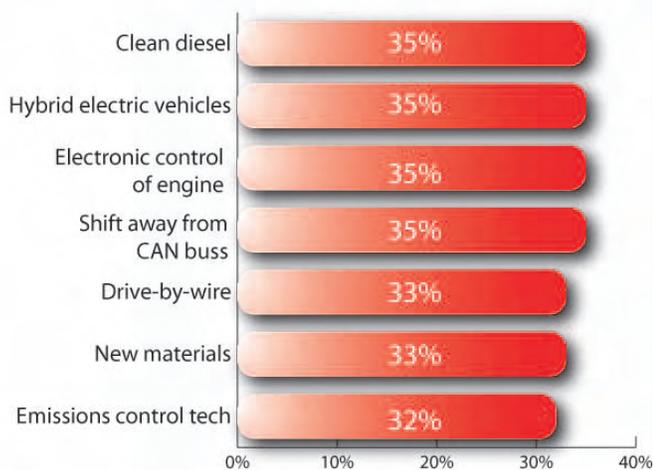
Source: Fast Lane Research

If you are concerned that only engine product manufacturers responded to our survey, don't be. The answers came from a representative group that produces industry products—24% appearance / body accessories, 19% engine products, 17% suspension system products, 16% chassis / brake products, 14% interior accessories, 12% drive train products, and more.

Obviously, there are a number of automotive technology fronts that could impact the performance parts and accessories industry that must be monitored vigilantly. Each technology carries with it a unique set of challenges and opportunities for the industry. Some of the impact will be readily apparent, while other aspects will be subtler.

### Technology Expected to Impact The Industry During the Next 2 Years

(combined percentages of some impact, noticeable impact and very large impact)



Source: Fast Lane Research

## Real World Network Marketing

You probably know people who have a need for speed—they are the folks who fly jets and drive fast cars. One such guy is Sal Perez.

This top rated jet pilot, and later instructor, decided in 1995 to pursue his second love—fast cars, specifically muscle cars. For him the love affair began with a 1969 Camaro Z28. Like so many in the performance parts and accessories side of the automotive industry, Sal began on a shoe-string as a one man operation and founded *American Muscle Cars*.



With the precision and attention to detail born of flying jets, Sal has grown his business and its reputation. Today, American Muscle Cars occupies a substantial footprint in one of the Route 66 destination cities, San Bernardino, California. As the company grew, so did its capabilities. American Muscle Cars is now more than just a muscle car restoration service—with comprehensive fabrication facilities, body and paint services and manufacturing. Yes manufacturing, today American Muscle cars produces complete 1967-1969 Camaro coupe and convertible replacement bodies.

As the company grew Sal added a partner, Bret Maxwell. Bret is a hands-on guy who has learned and honed his fabrication skills over the years in successive jobs in the trade. Having worked in Adam's Fabrication and then C.W.'s Hot Rods, Bret

finally opened his own shop called Firehouse Fabrication in 2001. Bret and Sal quickly saw the possible synergies in their combined operations and soon joined forces.



American Muscle Cars has teamed up with and collaborated with a number of the who's-who in the performance parts and accessories industry. There have been a number of projects with *Classic Industries*, *Dynacorn Classic Bodies* and *Overhaulin'* to name a few.



American Muscle Cars even had a build featured on the hit TV show *Chop Cut Rebuild*. The car was a 1967 Camaro Coupe that was completely reworked in collaboration with Dynacorn and their Replacement Body. The car went on to be featured in the SEMA Show, just as a number of American Muscle Cars' projects have.



So what are Sal and Bret working on now? Something completely different: a 1949 Cadillac. This car is being smoothed, chopped, channeled, frenched and tubbed. This car ought to make everyone stop and stare once it is completed. Like the '67 GTO American Muscle Cars did a couple of years ago, this car is bound to show up in *Popular Hot Rodding*.

Like a lot of folks today, Sal has had to scale back some in order to keep the doors open. When asked how he keeps new business coming in, Sal responds simply that he keeps going where the customers are. He makes a habit of going not to just local cruise-ins, but to any kind of gathering or event where his potential customers can be found. He usually shows up with one of his project cars and when people stop to ask about it, he gives them a simple flyer that tells about American Muscle Cars' services.



American Muscle Cars has a website but they don't do much advertising, its just too expensive for the return on the investment. Here is a classic case of a business surviving on networking and social marketing. And everybody thought social marketing was new.



## ONLINE BUZZ

...what consumers are viewing.

*Video of Bugatti Veyron  
Crashing*

<http://bit.ly/1tiGKX>

*The Five Craziest Engines You  
Can Buy Today*

<http://bit.ly/3TJjak>

*Ferrari Designs Crazy New  
Door*

<http://bit.ly/2aw1W7>

*Car Feature: 240Z*

<http://bit.ly/suZHV>

*HellaFlush III*

<http://bit.ly/2PuyzC>

*StanceWorks: RatRod BMW*

<http://bit.ly/441GFE>

## Automotive Digest: News & Features

### New Dodge Charger for 2011

Left Lane News has hosted renderings of the upcoming redesigned 2011 Dodge Charger. Changes give the model a more robust and muscular appearance. Dodge brand chief Ralph Gilles noted that a turbocharged V6 will top the line, replacing the V8 option.

<http://www.leftlanenews.com/dodge-charger-2011.html>

### HPP Daytona

Seen at the 2009 SEMA Show, tuner Heide Performance Products has developed a package for the Dodge Challenger to embrace the style and gusto made famous from the Dodge Charger Daytona.

<http://jalopnik.com/5406014/hpp-daytona-challenger-gets-even-more-radically-retro>



### Survey: Android Beats iPhone

From music players to engine management systems and tire-pressure monitors, automotive software designers are taking advantage of the Apple iPhone's popularity and App-friendly marketplace. However, in a recent head-to-head cell phone poll on Mashable.com – a major social networking and technology site - the Google-based Android Phones out ranked the iPhone. With the downloadable content growing for non-iPhone systems the market for automotive-specific applications could grow in proportion.

<http://mashable.com/2009/11/20/android-beats-iphone/>

### £30m for Electric Cars

One large hurdle keeping electric cars from taking a larger

market share is the availability of electric charging stations. The government in the UK has allocated major funding to modernize its infrastructure to suit the alternative fuel and is planning to install thousands of stations at car ports and parks.

<http://nds.coi.gov.uk/clientmicrosite/Content/Detail.aspx?ClientId=202&NewsAreaId=2&ReleaseID=408721&SubjectId=36>

### **Drag Racers Reunion**

Ever wanted to rummage through a pile of 10,000 old drag racing photos? Drag Racers Reunion is a tribute website dedicated to collecting and displaying the history of drag racing. Memories, stories, photos and videos are shared by enthusiasts to enrich the cultures of young car buffs and reconnect the founders with their heritage.

<http://dragracersreunion.ning.com/>

### **Bergenholtz Brothers Inducted into NHRA HOF**

Ron and Ed Bergenholtz have been awarded a place in the drag racing history books. Brothers, teammates and colleagues, the two have been pioneers in drag racing and successful team owners since the early days of import racing. Memorabilia and one of their cars have been included in an exhibition at the NHRA Hall of Fame.

<http://www.museum.nhra.com/apcm/templates/news.asp?articleid=38977&zoneid=47>

### **Local Motors – Open Source Rally Car**

Embarking on a journey into a new manufacturing concept, Local Motors has launched their Rally Car concept. Built using an open source software model and crowd-sourcing, the collaboration could signal a revolutionary business model for vehicle manufacturers.

<http://jalopnik.com/5405785/local-motors-open-source-rally-fighter-takes-first-drive>



### **FWD Racing Milestone: Rado breaks into 6-second club**

Chris Rado, racer and team owner of World Racing has broken into the 6-second club; a new record for FWD drag racing. Completing the quarter mile with an unprecedented 6.97 ET

<http://speedhunters.com/archive/2009/11/17/news-qt-qt-rado-breaks-into-the-6-s-among-other-things.aspx>



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