

## Rich Barsamian Joins Advanced Clutch Technology

Advanced Clutch Technology has announced that Rich Barsamian has joined the ACT sales team as national sales manager. He will be responsible for developing and implementing strategic initiatives to grow ACT's product business.

Most recently Rich served as vice president of sales for Grant Products. Previously he was national sales manager for Edelbrock.

For quite some time Rich has been active in the SEMA community. Currently he sits on the MPMC Select Committee and the SEMA Memorial Scholarship Committee. Rich has also been very active with the Young Executive Network (YEN) of SEMA. In fact, in 2001, Rich was recognized as "Young Executive of the Year" by YEN.

Obviously, Rich is an industry veteran with many years in the automotive performance parts and accessory market, and has a wealth of experience and relationships at every level-from warehouse distributor to chain retailers and mail order/Internet companies.

## 2011 Dodge Charger Pursuit

America's high-performance police vehicle - the all-new 2011 Dodge Charger Pursuit - has arrived, providing law-enforcement the best combination of tactical technology, safety, power, efficiency and an iconic design that makes any suspect stop in a panic. The all-new Dodge Charger Pursuit's performance suspension tuning, heavy-duty anti-lock vented-disc brakes (ABS), front- and rear-stabilizer bars, 18-inch performance tires on steel wheels and two-mode police-specific Electronic Stability Control (ESC) calibration make it hot-pursuit ready. For world-class ride and performance handling dynamics, the Dodge Charger Pursuit features a rear-wheel drive design and redesigned front and rear multi-link suspension geometries to deliver a smooth comfortable ride for law enforcement officers who spend long days protecting our streets.



Designed with the guidance of the brand's Police Advisory Board, the 2011 Dodge Charger Pursuit's mobile-command interior features a Police Interface Module for easy equipment integration, police-duty front seats, column-mounted automatic transmission with Auto Stick, red/white LED interior lighting for night-vision equipment and more.

Dodge Charger Pursuit surrounds the heroic men and women who protect us with uncompromising safety and security equipment, including standard advanced multistage driver and front-passenger air bags, seat-mounted side-thorax air bags, supplemental side-curtain air bags for front and rear outboard passengers, driver's knee bag, tire-pressure monitoring and more.

Behind its grille, the Dodge Charger Pursuit offers an all-new standard E-85 capable 3.6-liter Pentastar V-6 engine with variable-valve timing (VVT) and available legendary 5.7-liter HEMI™ V-8 engine with fuel-

saving Multi-displacement System (MDS).

The all-new 2011 Dodge Charger Pursuit will be available for ordering in September 2010 through Chrysler Group LLC's fleet operations. For more information, visit [www.fleet.chrysler.com](http://www.fleet.chrysler.com).

SOURCE Chrysler Group LLC

## TrueCar Forecasts August Auto Sales

On August 25th, TrueCar.com released its August 2010 sales and incentives forecast. The forecast shows the following:

August 2010 light vehicle sales (including fleet) in the U.S. is expected to be 1,015,242 units, a drop of nearly 20% from this time last year and of 3% from July 2010 (on an unadjusted basis)

The August forecast translates into a SAAR level of 11.68 million new car sales (TrueCar utilizes the most recent BAE seasonality factors, updated this month)

Retail sales are down 27% compared to August 2009 and down 7% compared to July 2010

Fleet and rental sales are expected to make up 17% of total industry sales

"The pace of improvement in new vehicle sales has not been as robust as we predicted at the beginning of the year," said Jesse Toprak, VP of Industry Trends and Insight for TrueCar.com. "The auto industry needs a catalyst for a sustainable higher level of sales, without which we will continue to struggle every month to reach 12 million SAAR. Low consumer confidence remains as the main counter-force for a healthy recovery."

Honda is the only major auto manufacturer with an increase in sales from last month.

Hyundai/Kia market share reaches record level at 8.7%.

Automotive manufacturers spent more than \$2.9 billion in various incentive programs in August.

| Unit Sales Forecast For The Top Seven OEMs For August 2010 |                |                     |                       |
|--|----------------|---------------------|-----------------------|
| Manufacturer   | Sales Forecast | Change vs July 2010 | Change vs August 2009 |
| Chrysler   | 91,289         | -2.2%               | -2.1%                 |
| Ford   | 161,864        | -2.4%               | -8.0%                 |
| GM   | 190,395        | -4.5%               | -22.1%                |
| Honda  | 114,011        | -1.4%               | -29.4%                |
| Nissan   | 77,477         | -5.9%               | -26.4%                |
| Toyota   | 158,804        | -6.2%               | -29.4%                |
| Hyundai/Kia  | 88,382         | -1.3%               | -12.2%                |

TrueCar.com bases its forecast on actual transaction data. The transaction data based forecast is refined by other current and historical factors that impact vehicle sales, including: sales, inventory, incentives, fuel prices, and macro economic data (major stock market indexes, consumer confidence, new home starts, and CPI). TrueCar.com does not adjust for selling days in year-over-year percentage change calculations.

SOURCE TrueCar.com

# Suzuki Kizashi Tops 200 Mph, Breaks Land Speed Record

Piloting American Suzuki Motor Corporation's (ASMC) modified 2010 Suzuki Kizashi Bonneville Special, Road & Track's Sam Mitani injected the Kizashi into the record books (and himself in the 200 mph club) with his 203.720 mph run at this year's Bonneville Speed Week, exceeding the previous record of 202.301 mph. Despite a multitude of records - and record attempts - achieved by Suzuki motorcycle riders, this was the first official crack at the Bonneville Salt Flats by American Suzuki's automotive arm.

Conditions for the Kizashi's record-setting Bonneville run were exactly as the build team, Advanced Product Engineering's Richard Holdener, Tom Habrzyk and Scott Bailey, expected.



. With temperatures topping 100 degrees, the Kizashi was running at a density altitude on the flats of 6,303 feet. After passing inspection, the 2010 Kizashi provided Mitani, Road & Track's international editor, a perfect platform for qualifying with the Southern California Timing Association (SCTA), the sanctioning club for all Bonneville records. The 203.720 mph record was achieved by calculating the average of a two-way pass at 8:40 a.m. MT on August 18, 2010.

## 2010 Suzuki Kizashi Bonneville Special

Beginning with interior safety and instrument modifications, the Suzuki Kizashi Bonneville Special underwent additional refinements to make it salt-ready. Once the work was completed, the team installed the SCTA-approved roll cage, an aluminum bulkhead in the rear, racing seat, seat harnesses and window net. Next, it was time to take a look under the hood. The motor was disassembled to confirm the stock measurements, while the cylinder head was flowed and ported. The Kizashi Bonneville racer benefits from a new intake manifold, a tuned 'long tube' header and forged rods and pistons for high rpm endurance.

With up to 16 pounds of boost from a Turbonetics turbocharger, the Kizashi's increased horsepower required air-to-water intercooling (and snow water/methanol injection) - while its increased output demands a new ACT clutch and pressure plate. A scattershield is added, the oil pan is welded for a new drain fitting and a new 3.5-inch exhaust is fabricated aft of the turbocharger. Additional protection for the high-boost, high-rpm turbo motor is provided by full synthetic 5W-20 racing oil from Lucas Oil.

The Kizashi platform - and its Nurburgring heritage - is morphed into a salt-specific recipe with new coilovers, steel wheels seam welded, and speed-specific 15x7-inch Goodyear Front Runner® rubber. An air dam keeps the Kizashi's nose planted, window straps and hood pins ensure the hood and glass stay in place, and a parachute can bring the high speed show to a controlled and shortened stop. Finally, a dual fire system provides the extra assurance so important for Mitani, with more than 500 boosted horses but only a few feet in front of his high-speed capsule.

To learn more about the 2010 Suzuki Kizashi Bonneville Special's record-setting run, race fans can visit [www.facebook.com/suzukiauto](http://www.facebook.com/suzukiauto) or [www.suzukiauto.com/allpoints/events/bonneville](http://www.suzukiauto.com/allpoints/events/bonneville). In addition, Road & Track's complete coverage of the 2010 Bonneville Speed Week, including an online video series chronicling the build of the 2010 Suzuki Kizashi Bonneville Special can be accessed at <http://www.roadandtrack.com/special-feature/building-a-record-breaking-kizashi> and [www.Facebook.com/RoadandTrack](http://www.Facebook.com/RoadandTrack).

| Technical Specifications - 2010 Suzuki Kizashi Bonneville Special |   |
|---|---|
| Wheelbase   | 106.3 inches  |
| Overall length  | 183.1 inches  |
| Overall width   | 71.7 inches   |
| Engine  | 2.4 liter, turbocharged four-cylinder, 16-valve DOHC engine   |
| Turbo boost   | 16 psi (Turbonetics)  |
| Horsepower  | 513 wheel hp @ 7,700 rpm                                      |
| Torque  | 515 lb.-ft. @ 5,500 rpm                                       |
| Transmission  | 6-speed manual  |
| Brakes  | Front ventilated disc brakes/Rear disc brakes (and parachute) |
| Tires   | 15x7-inch Goodyear Front Runner                               |

SOURCE American Suzuki Motor Corporation

## Ferrari Brings \$7.26 million At Pebble Beach Auction

### ***- In two days, Six New World Records Achieved and Three US\$6 Million+ Collector Cars Sold***

Gooding & Company, the official auction house of the Pebble Beach Concours d'Elegance, sold more than US\$64.59 Million(1) in collector cars over the August 14th weekend at its annual prestigious Pebble Beach Auctions, achieving its highest-ever recorded sales total in its Pebble Beach history. Extraordinary results for the high-end collector car market with only 106 lots sold, Gooding & Company's price per car averaged an outstanding US\$609,000, a market leading number that demonstrates the overall quality of the auction house's automotive consignments. Three bright stars that sold for more than US\$6 Million each - the 1959 Ferrari 250 GT LWB California Spider, 1933 Alfa Romeo 8C 2300 Monza and 1961 Ferrari 250 GT SWB Berlinetta SEFAC Hot Rod - impressed an audience of enthusiasts and media by achieving new world sales records during the live auction and also ranking as Pebble Beach Auto Week's top three cars sold at auction this year.

Gooding & Company achieved six impressive world records over the weekend, listed as follows:

1. A world record for a LWB California Spider at auction, the 1959 Ferrari 250 GT LWB California Spider Competizione at \$7,260,000
2. A world record for an Alfa Romeo at auction, the 1933 Alfa Romeo 8C 2300 Monza at \$6,710,000
3. A world record for a SWB Berlinetta at auction, the 1961 Ferrari 250 GT SWB Berlinetta SEFAC Hot

Rod at \$6,105,000

4. A world record for a 200SI at auction, the 1956 Maserati 200SI at \$2,640,000

5. A world record for a 340 America Spider at auction, the 1951 Ferrari 340 America Spider at \$2,530,000

6. A world record for an SS100 at auction, the 1937 Jaguar SS100 at \$1,045,000

To view a complete list of Gooding & Company's 2010 Pebble Beach Auctions results with prices realized, please visit [Goodingco.com](http://Goodingco.com).

Source: Gooding & Company

## Ford Racing Reveals Supercharger For 2011 5.0L TiVCT

Ford Racing announced on August 20th the availability of a new, 2.3L twin-screw supercharger for the 2011 Mustang. When mated to the all-new 5.0L 4V TiVCT V8 engine, this 50-state-legal powertrain, can produce 624 hp SAE @ 6900 rpm and 536 lb-ft SAE @ 4700 rpm. This is the first Twin-screw unit available to consumers.

The new supercharger is Ford Racing's first power upgrade component for the new 5.0 engine. It was developed by Ford Racing engineers, in close collaboration with Ford Motor Company's powertrain engineers, Team Mustang, and key partners in Roush and Whipple. The supercharger is being seen for the first time Saturday at the annual Woodward Dream Cruise in Ford's Mustang Alley display.



"Superchargers are the ultimate in power upgrades for Mustang enthusiasts," says George Goddu, Ford Racing Performance Group Manager. "Calibration for a modern V8 engine, especially one with twin-independent variable cam timing, is incredibly complex. Production calibration for the 5.0 engine took 19 months. Having that knowledge base to work from is a huge advantage.

"In fact we had the whole engineering background of the engine right from initial concept," Goddu added. "With that knowledge base, and extensive collaboration across the team, we are able to offer a top-notch supercharger, induction kit and the optimum calibration. This results in great power, drivability and durability."

"After more than 100 hours of accelerated durability testing, the entire Ford Racing package performed flawlessly," reports Dev Saberwal, Ford Racing's lead calibration engineer. "Ford Racing performance parts are subjected to extensive testing to ensure optimum performance across a broad range of conditions."

This supercharger comes as a complete package, and it's available in three levels: a 525 hp kit with a 12/12 warranty; a 624 hp kit and a tuner kit for racing and extreme enthusiasts. Each of these impressive kits gives 2011 Mustang owners the opportunity to boost the performance of their cars to new levels.

Ford Racing Performance Parts offers a large selection of performance products from complete race cars to injectors. For Mustang enthusiasts Ford Racing's catalog of performance upgrades offers a range of enhancements for the 2011 Mustang as well as a wide range of power, chassis-system and appearance upgrades for 2010, 2005-2009 and earlier Mustangs.

The Ford Racing Supercharger 525hp Kit (M-6066-MGT525D) includes:

- 2.3L twin-screw supercharger assembly
- Intake manifold
- Complete air-to-liquid intercooler system
- Drive belt
- 47 lb./hr., high-impedance fuel injectors (M-9593-LU47)
- Ford Racing ProCal tool with performance calibration
- 12 month /12,000 mile warranty (when installed by a Ford or Lincoln dealer)

Produces 525 SAE hp @ 6400 rpm and 470 SAE lb.-ft. @ 4200 rpm, at approximately 7 psi of boost with 93 octane fuel  
MSRP \$7,199.00 (black) and \$7,799.00 (polished chrome)

The Ford Racing Supercharger 624hp Kit (M-6066-MGT624D) includes:

- 2.3L twin-screw supercharger assembly
- Intake manifold
- Complete air-to-liquid intercooler system
- Drive belt
- 47 lb./hr., high-impedance fuel injectors (M-9593-LU47)
- Ford Racing ProCal tool with performance calibration

Produces 624 SAE hp @ 6900 rpm and 536 SAE lb.-ft. @ 4700 rpm, at approximately 9 psi of boost with 93 octane fuel  
MSRP \$7,499.00 (black) and \$8,099.00 (polished chrome)

The Ford Racing Supercharger Tuner Kit (M-6066-MGT23TD) includes:

- 2.3L twin-screw supercharger assembly
- Intake manifold
- Complete air-to-liquid intercooler system
- Drive belt
- 47 lb./hr., high-impedance fuel injectors (M-9593-LU47)
- MSRP \$6,499.00 (black) and \$7,099.00 (polished chrome)

For more information on Ford Racing Performance Parts, please visit [www.fordracingparts.com](http://www.fordracingparts.com).

SOURCE Ford Racing

## **Shelby American Opens New Motorsports Speed Shop**

Back in May of this year the board of Carroll Shelby International, Inc. announced that it was reshaping its Shelby American subsidiary to focus on post-title vehicle programs and high performance parts and speed shop businesses.

"I've an idea of what is ahead of the auto industry, so it just makes sense to focus on our post title car, performance tuning and parts businesses," said Shelby American founder Carroll Shelby.

Shelby American has developed a thriving performance parts business based in Las Vegas. The pre-title vehicle production lines have shifted to start production of the new 2011 Shelby GT350 and continue with the GT500 Super Snake upgrade packages based on the current Shelby GT500 platform. In addition, a new state of the art chassis dyno has been added to the modification shop giving birth to the new Shelby American Motorsports Speed Shop. The design facility will also be expanded for new styling and performance projects.

In August 2010, Shelby American Inc. announced the opening of its new Speed Shop in Las Vegas. Named the Shelby American Motorsports Speed Shop, the facility on the grounds of Shelby American headquarters and Las Vegas Motor Speedway, was designed to enhance the performance and styling of a street or track car by upgrading engine, suspension and body styling components.

"Shelby American's roots began when Carroll Shelby and his band of hot rodders founded the company in 1962," said John Luft, president of Shelby. "This spirit lives in the company today, and has found its way into every car and truck ever since. We've been asked to Shelby tune and modify customer cars for years. With the Shelby team always testing the latest performance innovations for Shelby American's experimental cars, we decided it was time to extend the Shelby Performance magic to the public."

Over the past three months, Shelby American has been designing and building its new Motorsports Speed Shop. The Shelby American Motorsports Speed Shop will focus on enhancing the performance of all American muscle cars. The shop recently installed a state of the art chassis dyno to further validate Shelby performance improvements on customer vehicles.

"While we specialize in all American high performance cars, our experienced team can tune and work on just about everything," noted Gary Davis, vice president of Shelby American. "In addition to dyno tuning, we can install headers, cams, heads, cold air intakes, superchargers and other performance upgrades on all of the brands. From Shelys to Mustangs, Camaros, Corvettes, F150s and Challengers, we can custom build just about anything a customer can dream. We've even tuned sand buggies."

Modifications made to any Shelby Cobra, GT500, Super Snake or Shelby GT will be included in the official Shelby Registry. Every vehicle will include documentation that the services were performed at the shop.

Source: Carroll Shelby International

## Industry Press Releases August 27

### **NEW LINGENFELTER C6 ZR1 CORVETTE HIGH FLOW SUPERCHARGER FRONT INLET COVER INCREASES HORSEPOWER, REDUCES PRESSURE DROP**

DECATUR, Ind. - Lingenfelter Performance Engineering (LPE) is now offering 2009-2010 Corvette owners a new C6 ZR1 High Flow LS9 Supercharger Front Inlet Cover designed to increase horsepower on stock and higher pulley ratio applications.



The Lingenfelter LS9 Supercharger cover creates a direct path of airflow from the throttle body to the supercharger, reducing inlet restriction and increasing boost. Lingenfelter chassis dyno test

results on the C6 ZR1 with the supercharger cover, air intake kit and 2.6 pulley show a rear wheel performance gain of 75 horsepower over stock.

"We engineered our front supercharger cover casting based on the inlet design first used on our Lingenfelter-modified 2009 ZR1 Corvette that ran a 9.813 second quarter-mile at 145 mph," said Ken Lingenfelter, owner of Lingenfelter Performance Engineering. "With its drag strip-proven design, the supercharger cover increases airflow and horsepower while maintaining a safe level of boost for 93 Octane gasoline."

The LS9 Supercharger cover features a stainless steel 10 bolt hub to maximize durability and reliability under higher shaft speeds and increased supercharger loads. LPE engineers designed this hub to allow pulleys to be quickly and easily changed.

Cast from 356T6 aluminum, the supercharger cover is 100% leak checked and includes all new internal components with no core exchange requirements. Casting was designed with extra material to allow for the use of larger throttle bodies, including 100 mm throttles.

Lingenfelter has also specially designed an air intake system with revised duct work to connect to the new throttle body location. The inlet system features a large surface area filter with a sealed shroud to keep hot engine compartment air out of the inlet.

Installation kits include the proper idlers and/or belts required to fit the pulleys with the stock damper. Lingenfelter offers pulleys in 2.6" (19% overdrive) and 2.3" (32% overdrive) diameter versions. Combining the 2.3" pulley with LPE's 14% overdrive damper results in supercharger speed of 23,000 RPM at 6,500 RPM engine speed.

The LS9 front cover requires recalibration of the Factory ECM with either pulley size.

| Description                                     | Part #     | Cost       |
|---|------------|------------|
| Lingenfelter LS9 supercharger front cover       | L250110309 | \$1,495.00 |
| 2.38 11 rib LS9 10 bolt pulley                  | L220136109 | \$129.95   |
| 2.67 11 rib LS9 10 bolt pulley                  | L220146109 | \$129.95   |
| Lingenfelter ZR1 air intake kit (for LPE cover) | L650150309 | \$699.95   |
| Install kit for 2.38" pulley                    | L250120309 | \$99.95    |
| Install kit for 2.67" pulley                    | L250130309 | \$99.95    |
| LS9 overdrive damper, 14" overdrive             | L220100309 | \$599.95   |
| Calibration                                     | TBA        | TBA        |

For more than 30 years, Lingenfelter Performance Engineering has created a matchless heritage of bringing astounding new capabilities to the world's most sought-after sports cars. This legendary record of precision engineering continues today, as the highly skilled Lingenfelter production team continues to target design excellence in engine packages, superchargers and high-performance aftermarket components that refine power, speed and control. For more information, visit <http://www.lingenfelter.com/>, contact Lingenfelter Performance Engineering at 1557 Winchester Road, Decatur, IN 46733, or call 260.724.2552.

###



### **AMSOIL Dominator® Coolant Boost (RDCB)**

AMSOIL Dominator® Coolant Boost (RDCB) provides racers and motorists with significantly lower engine operating temperatures, quicker engine warm-up times and advanced corrosion protection.

Dominator Coolant Boost is formulated with proprietary tiered surfactant technology, providing quick and effective heat transfer inside radiators and

cylinder heads, which results in reduced operating temperatures, more efficient operation, increased horsepower and significantly reduced engine warm-up times in cold weather. Coolant Boost also contains a robust mixture of corrosion inhibitors that protect the radiator, heater core, water pump, cylinder heads, engine block and intake manifold from the damaging effects of corrosion.

For additional information on Dominator® Coolant Boost or other fine AMSOIL products, please contact the "Oil Twins", AMSOIL Premiere Direct Jobbers, at 888-OIL-TWINs or [www.oiltwins.com](http://www.oiltwins.com).

###

### **aFe Releases Their New Rear Differential Cover for Popular Dodge Ram Cummins and GM Duramax Vehicles**

Corona, Ca...advanced FLOW engineering (aFe Power), an industry leader in performance intakes, filters, manifolds and exhaust systems is pleased to announce the release of their new rear differential cover for the popular 03-10 Dodge Ram Cummins and 01-10 GM Duramax trucks part number 46-70011 (black fins) and 46-70012 (machined fins).



aFe Power's new rear differential cover brings performance engineering to the protection of your trucks rear-end. The new aFe Power differential cover has a 5 quart lube capacity (factory cover holds 4 quarts), a magnetic drain plug, magnetic tipped fill plug for maximum rear-end protection. Exclusive internal and external fins transfer heat from the fluid to the outside air for maximum cooling. aFe has also designed a large oil level site glass with calibration plug set to the factory fluid level to eliminate overfilling. This differential cover is constructed out of durable die-cast T356-T6 aluminum with a wrinkle black powder coating for maximum strength and style.

Part Number 46-70011 and 46-70012 retails for around \$288 and is available in September.

For more information on this or any other aFe product, please visit our website at [www.aFepower.com](http://www.aFepower.com) or contact our Power Professionals at 1-951-493-7155.

###

### **New from Pro-Fit and Now Available-The Modular Zippered Tech Bag With Removable Shoulder Strap**

Puyallup, WA (August 16, 2010) Pro-Fit Carry Systems, a leading innovator of Modular Tool Carry platforms and accessories now offers you their "one-stop-shop" for tool organization-the Modular Zippered Tech Bag with removable shoulder strap.



This roomy, lightweight nylon pouch provides pockets for all your small tools allowing you to carry them with ease and security. The 8" W x 11.5" L x 3.5" deep pouch has three modular Velcro® tool panels which can easily be inserted or removed and used separately. Two of the three modular tool panels have eight assorted tool pockets plus five small tool or bit pockets, the third modular tool panel has four assorted tool pockets and three small tool or bit pockets.

The front panel of the pouch has four rows of 2" heavy-duty nylon MOLLE system loops which allows for the attachment of smaller pouches and accessories from Pro-Fit. In addition, the modular tool panels have Velcro® backing and snapping straps to allow for easy mix and match of different tool sets. When wearing over the shoulder the back panel can be secured to your belt for additional stability using the snapping straps. Your tools will stay organized and close to the body even when tool pouch is unzipped and worn over your shoulder.

This extremely handy tool carrier is great for carrying tools to and from larger toolboxes and minimizes trips back and forth to your mobile unit, truck or garage. The Pro-Fit Modular Zippered Tech Bag includes one adjustable, removable shoulder strap.

Pro-Fit's complete product line, was developed by technicians, tradesman and craftsman, all who require the best when it comes to convenience and secure visible tool management. The entire Pro-Fit system is compatible with all platforms, and all products are manufactured from the toughest materials available to insure long and dependable service.

Pro-Fit Carry Systems stands behind their motto "The easiest way to carry your tools!" 253-310-6308  
[www.pro-fitcarrysystems.com](http://www.pro-fitcarrysystems.com) SEMA: Booth # 10244.

###

## New Be Coolant High Performance Anti Freeze Line Expands!

Be Cool, America's leader in power cooling technology, has done it again with Be Coolant, an extended-life, Super Duty Coolant & Antifreeze, which is now available in a convenient, easy-to-use, five-gallon pail (Part #25005). These heavy-duty five-gallon pails of Be Coolant are ideal for busy repair shops because

just one pail of Be Coolant can replace a variety of existing inventory. The five-gallon pail includes an easy to pour spout.



Be Coolant features a new-generation earth-friendly biodegradable, propylene glycol formula that protects cooling systems and aluminum components down to 26-degrees below zero (F). Be Coolant provides 300,000 miles of extended-life coolant protection that is ideal for all performance and severe duty

applications. Additionally, Be Coolant features a self-sealing capability that is capable of sealing hairline cracks in aluminum blocks and heads.

Be Coolant is made in the USA and is compatible with all colors and brands of coolant and all types of radiators. It comes ready-to-use in recyclable one-gallon jugs or five-gallon pails, and it can be shipped via UPS. Best of all, Be Coolant doubles a Be Cool radiator's factory warranty.

See us at the SEMA Show booth # 23697

For more information, contact Be Cool, Inc. at 800-691-2667 or visit them on the web at [www.becool.com](http://www.becool.com).

###

### **Available Immediately-Two New TranSender Boards From Owens Products**

Sturgis, MI (August 18, 2010) Owens Products, Inc., known for its sleek running boards with applications for pickups, vans, SUVs, and CUVs, has added two new TranSender Series running boards to its extensive lineup.



Owens' new Thermoplastic Polyolefin (TPO) molded board is available in both 100" and 120" and comes with a full-length, galvanized steel support which provides durability and serviceability. These TranSender boards have a tread design embedded in the TPO, providing secure footing year around with flair.

Step out in style with the company's new extruded aluminum board also available in 100" and 120". This board truly makes a statement and with the ABS end caps, "personalized" never looked so good.

"Owens Products relies in part on feedback from our customers," Gary Kirtley, CEO and company owner commented. "And we love the satisfying challenge of coming out with something new based on that input."

Both the TPO and extruded aluminum boards are available in full length, or a short board on the driver side and a full length board on the passenger side.

Applications include Ford vans E-Series-1992 to 2010; the Chevrolet Express and GMC Savana vans-1997 to 2010, when paired with custom brackets. No ABS or Diamond TranSender boards are available for these applications.

Owens Products, Inc., is a family owned business established in 1965, and dedicated to the manufacturing of innovative and quality focused products. Owens is a dominant force in the automotive aftermarket with product lines of plastic, fiberglass and aluminum running boards, aluminum tool boxes, dog boxes, garage and trailer accessories as well as its custom made products. Proudly made in the USA. [www.OwensProducts.com](http://www.OwensProducts.com) 800-726-9367. SEMA Booth # 31037

###



## Learn and Earn

PWA University is an online performance aftermarket educational tool designed to teach product information to salespeople. More than 10,000 lessons have been completed

By William Groak

Even in the best of times, product knowledge has been a key to sales in the specialty equipment industry. Just ask any manufacturer, WD, rep or retailer. Now that sales aren't as robust and times are definitely more challenging, a full comprehension of the industry's innovative products has become vital. The only problem: where can salespeople quickly learn about the vast array of aftermarket parts, and use that training to pump up profits?

John Towle and the Performance Warehouse Association (PWA) asked the same question a few years back and came up the solution: an online product training program called PWA University (PWAU) ([www.pwauniversity.com](http://www.pwauniversity.com)). Launched in June of 2007, PWAU was developed through the efforts of eTool Developers and the PWA Board of Directors. The virtual aftermarket campus features more than 100 product training lessons posted by 35 manufactures. So far, reports Towle, the PWA's executive director, there have been 10,272 completed lessons and more than 20,000 lessons which have been assigned and are currently being worked on. In short, school's in session at PWAU.

"Several PWA directors felt there was a need to train salespeople," said Towle. "Everyone agrees that employees who are better trained will do a better job. Not just for their company, but for the consumer. Consumer confidence will grow and more will return to the places of business with a knowledgeable staff for their automotive needs."

"Knowledge is power as the old saying goes," said Dennis Overholser, executive vice president, Painless Performance Products. "A salesman needs to learn product details, somehow, someway. It's very important because product knowledge is essential in making sales."

"Being able to educate people about our products usually means more sales," said Brittany Schwartz, wholesale marketing manager, Bully Dog. "Having a person who feels comfortable about your product translates into them being able to talk more fluently about it."

Added Lisa Chissus, president, Flex-A-Lite: "The reality is, the consumer is often more knowledgeable than the counterman. They are looking on the Internet before they make their buying decision. If the only form of education are 'blogs' from other consumers, then often wrong information becomes 'truth.' Our industry has to provide accurate information to the consumer."

This is why the PWA created criteria around the people who need it most: counterpeople, inside/outside salespeople, manufacturers reps, etc. "All lessons are product-oriented only," said Towle. "Counterpeople are hungry for this type of information. Once an employee becomes more knowledgeable in the products they are selling, they will be more skilled in the sale of these products. They will also sell the correct parts for the correct application which will reduce the warranty and returned problems. Everyone wins."

"You could also tie spiffs and sales programs to the PWAU lessons to help incentivize the learning process," said Donnie Eatherly, president, P&E Distributors. "We call it 'Learn and Earn.'"

PWAU's current catalog of classes includes lessons from Edelbrock, Comp Cams, Flex-A-Lite, Specialty Auto/Proform, SkyJacker, Painless Performance, AED Performance, Bully Dog and a host of others. Lessons vary, but the average time is



20-30 minutes. Towle said there is no charge for a manufacturer to post a lesson, but PWA does require non-member manufacturers to become an Affiliate (annual cost of \$100). Then they can develop and post as many lessons as they want.

Unlike a trigonometry exam, PWAU is pretty easy to use. Basically, a manufacturer designates a training administrator (TA) to post a lesson (video or copy) on the PWAU site. A student (anyone selling product), clicks on the lesson, takes it and is evaluated by the TA on their product knowledge.

"PWAU is focused on product training and employee (student) evaluation," Towle said. "It shouldn't be used as a pass/fail teaching program but as a product knowledge evaluation tool. This is a way for a TA to see what team members know, and more importantly what product knowledge they are lacking. Then they can focus on the areas where they need help."

"We love PWAU!" said Greg Dunlap, operations manager, Engine & Performance Warehouse (EPWI). "It's simple to learn, use and to administer. We spend considerable effort evaluating our training programs and we know that the PWAU lessons have positively impacted sales. PWAU has proven to be an extremely effective tool to efficiently and economically deliver important product and technical training to our associates. The training has been instrumental in improving supplier awareness and product technical understanding."

Dunlap reports that more than 60 EPWI associates are signed up as PWAU students and EPWI students have collectively completed 1,000-plus PWAU training sessions.

After a lesson is completed, a "Certificate of Completion" can be printed by the TA, signed and presented to the employee. "They can display their certificate in their work area for others to see," said Towle. "This creates an interest with others and soon everyone will want their own. The TA can also print certificates by manufacturer/lesson and put them on the wall of their retail stores. It shows the consumers who is the top dog for specific products."

"We have used PWAU as a learning tool to understand and utilize products completely, said Dwayne Hangai, president/owner of Hangai Enterprises. "The product lessons are extremely helpful to my technician's so they can keep up to date on current products and the requirements for proper installation and usage of products. I strongly believe that PWAU has been helpful and beneficial for educating for my company as a whole. I'd like PWAU to have more classes and levels of education."



That's been the challenge for PWAU: adding more lessons and attracting more students. "I think it's a good tool but like a lot of education programs, it is only as effective as the students who are willing to participate," said Overholser. Added Schwartz: "Using PWAU is quick, easy, and convenient. Anyone who has an extra 10 minutes could receive quality training using this site. It could only be better if we had more users."

"It will be a real treat when we get more manufacturers utilizing the program and we can start pushing the lessons downstream to our wholesale customers," said Eatherly.

Towle and the PWA know the score: "we'd love to see more and more posting lessons each week," he said. "We're trying to get the word out. We also need to find away to got the students to actually complete their assigned lessons. We still have more than 20,000 assigned lessons that have not been completed. I know everyone's busy, but the TAs need to do the follow-up with their students."

On the manufacturers' side, Towle said one of the common replies as to "why haven't you posted more -

or any - lessons," is always the lack of time. Towle said he now has industry experts such as Steve Cole to help manufacturers write lessons and Sam Compton to assist with the video production.

Towle also said the PWA is working with SEMA on industry education programs. "We're working on separate areas of training which will help everyone. PWAU will definitely benefit from the educational push from the two associations. We've also been working with a couple of high schools and WyoTech to see what we would need to do to support general learning lessons."

All told, Towle knows the thirst for product knowledge is not going to dry up and that PWAU will be a good source to tap for training. "PWA would like to see 100 manufactures posting lessons by 2012," said Towle, "and perhaps additional types of lessons which would work for schools and consumers. Why not educate everyone? It would be great to see 200 manufacturers posting lessons by 2015."

"With manufacturers reducing their travel budgets and distributors reducing their sales staff, product training is suffering," said Chissus. "PWA University is an economical way for people to learn, but there must be directives from their employers to learn. We are also asked to do more with less, so we need to create incentive for learning."

Eatherly agreed: "The industry has faced many adversities in recent years, but I think we have an enormous challenge in front of us and that's finding qualified, knowledgeable people to sell our products. There is no other lesson-based industry product training out there today as complete and ready for use than PWAU. We can design and manufacture the best hot rod and truck accessories, but if we don't have knowledgeable sales folks recommending the right products to the wholesale customers and consumers, we're gonna be in trouble."

###

## **Custom Cycle Control Systems Introduces New Riser Mount Kit**

Henderson, NV- Custom Cycle Control Systems Inc. recently released their new improved riser mount kit which allows you to pass all of your internal lines (wires, cables & hoses) thru the bolts and exit the under side of the top triple tree. Use with any triple tree set up for HD standard bushings/vibration dampeners. These are a great option when you are using our Climax Controls & building your own bars! Use only with 1.25" bars stock with .095 wall thickness. MSRP: \$180.00



Custom Cycle Control also offers a complete series of award winning "Climax Controls" or Complete Climax Hand Control/Handlebar systems. They have a wide variety of handlebar styles, gauge options and grip choices. Need something custom made - call them; they can accommodate just about any custom order. Custom Cycle Control Systems...Creating Simple Solutions to Common Problems.

Custom Cycle Control Systems New Riser Mount Kit

Each kit includes:

- 4 Chrome Washers
- 4 Poly Bushings
- 2 Stainless Riser Bolts
- 2 Chrome Hex Nuts
- 2 Threaded Handlebar Inserts / Bungs

For those interested in obtaining more information on other award winning products from Custom Cycle Control Systems, Inc., you can reach them at 866-438-2129 or 702-438-2129. Check them out online at

www.customcyclecontrols.com or email them at info@customcyclecontrols.com.

###

## **Tākit, Formerly IFW, Introduces Bob Mylenek, New Customer Service Manager**

Medford, OR (August 25, 2010) Tākit's brand BedSlide, the perfect solution to easy, safe and convenient cargo retrieval, is pleased to introduce Bob Mylenek, the company's new Customer Service Manager.



"Bob will be heading up our new Customer Service department," said David McInturf, Vice President of Tākit. "Our goal is to not only produce the best products possible, but to offer our loyal customers the service they would expect from the national leader of cargo management solutions."

Mylenek's experience spans over 30 years in business management and operations, as well as customer service and marketing with Mercedes Benz; a leader in customer satisfaction.

"I am proud to join with the forward thinking management team of Tākit," Mylenek stated.

Tākit, formerly IFW, has grown over the last few years and customer service stands paramount as any company increases its sales.

"We recognize that the continued success of our company rests in the hands of our customers," Mylenek continued. "As we continue to refine, develop, support and expand our product line, we look forward to continued success with Tākit brands and products."

The entire BedSlide line is available in the USA, Canada, the UK and New Zealand. Whether you operate a fleet of trucks or vans, are a professional contractor, sportsman, or a busy mom, you are invited to "Get to it" with BedSlide.

BedSlide products are Proudly Made in the USA. [www.bedslide.com](http://www.bedslide.com) or call 1-888-807-0099. SEMA booth 32139