

Jeep Pickup On The Way

Earlier this week Mike Manley, Jeep CEO, introduced a concept Jeep-pickup truck to dealers in Orlando during the 2010 Chrysler Group Dealer Announcement Show. Since then the rumor mill has been going crazy.



Rumors have it that the new pickup will be based on the four-door Jeep Wrangler, and will probably look a lot like the Jeep Gladiator Concept that was unveiled during the 2005 Detroit Auto Show. That concept truck came with a 2.8 liter diesel-hope the production truck (if it goes into production) comes the same way.

Some are reporting that we will see a production Jeep Pickup by the third quarter of 2011. If it really happens that will be great. We haven't had a Jeep pickup for a long time.

Needless to say, the folks at Chrysler aren't saying anything about the Jeep Pickup one way or the other right now.



World's Most Famous Car Going Up For Auction

Arguably the world's most famous car, the actual 1964 Aston Martin DB5 driven by James Bond - Sean Connery - in both Goldfinger and Thunderball will be on display for four days this month in New York City as it is readied to be the lead attraction for RM Auctions' annual Automobiles of London event October 27th at the Battersea Evolution.

Presented by RM, in association with Sotheby's, this DB5 is expected to bring more than \$5 million during the auction, which would be the most ever paid for a "movie" vehicle. From September 14 to 17 the DB5

will grace
the lobby
of
Sotheby's
building
here at
1334
York
Avenue.

Well-
known
around



the world by its original UK registration number, FMP 7B, this Aston Martin is one of two, and the sole remaining, of the original '007' DB5s featured on screen in the two Bond films. (The other was sold twice at auction before being stolen in 1997 from a Florida airport. It was never recovered.)

The DB5 was originally loaned to EON Productions for the movies' filming and returned to the Aston Martin Lagonda factory after its subsequent promotional tour. Jerry Lee, a radio broadcaster based in Philadelphia, convinced the factory to sell FMP 7B to him in 1969 for \$12,000, thereby becoming its first - and only - owner. The car, with very limited public appearances, has remained in his possession for more than 40 years.

With its 'rather interesting modifications' originally conceived by Oscar-award-winning special effects expert, John Stears, this authentic Bond movie car is factory-fitted with the full complement of operational 'Q-Branch' gadgets, including machine guns, bullet-proof shield, revolving number plates, tracking device, removable roof panel, oil slick sprayer, nail spreader and smoke screen, all controlled from factory-installed toggles and switches hidden in the center arm-rest.

"Like 'Q', we never joke about our work, which is why RM is consistently entrusted with the sale of the world's most significant collector cars like the REAL 007 Aston Martin DB5 movie car," said Don Rose, Car Specialist, RM Auctions. "RM is known for world-record-setting results and we expect nothing less for 007's iconic DB5."

Lee plans to use the proceeds from the sale of FMP 7B to further the charitable work of The Jerry Lee Foundation, a multi-national initiative dedicated to solving social problems associated with poverty, with an emphasis on crime prevention.

The Foundation supports programs at the University of Pennsylvania and Cambridge University (UK), as well as in Washington, D.C., Australia and Norway. It is also responsible for the establishment of the Stockholm Prize in Criminology, for which Lee received a Swedish knighthood in 2008. (<http://jerryleefoundation.com/>)

"The James Bond car has brought me much enjoyment for some 40 years," said Lee. "Even as I sell it and use the proceeds to fund the Jerry Lee Foundation, the car will continue to give me great pleasure as it furthers the mission of the Foundation to do good around the world."

FMP 7B is presented in highly original condition following a recent careful re-commissioning program by RM Auto Restoration, returning it to running condition after the many years of static display in Lee's home.

Source: RM Auctions

Vehicle Conversion Centers Rollout Propane Autogas Vehicles

Two South Carolina vehicle conversion centers, Greenville County and Light'N'Up, deployed 15 propane Autogas vehicles last month as part of a large-scale, Recovery Act-funded alternative fuel vehicle project in the Southeast United States. The historic Southeast Propane Autogas Development Program will convert nearly 1,200 vehicles from conventional gasoline to propane Autogas and implement over 20 refueling stations, addressing the critical need to reduce U.S. dependence on foreign oil and harmful vehicle emissions.

Greenville County and Light'N'Up are two of nine conversion centers participating in the project. The conversion centers are trained and certified by Alliance AutoGas, a national network that provides fleets with a turnkey propane Autogas vehicle conversion and fueling solution. The program has created over a dozen skilled technician jobs to-date and is advancing alternative fuel vehicle awareness in the

Southeast.

Greenville County, founded in 1870, is dedicated to providing its residents "quality of life that blends tradition and innovation." Alan Fairfield, the county's fleet director, says participating in the project was an obvious choice because the project goals align perfectly with Greenville's.

"This program is an innovative way to clean up Greenville's air and utilize a domestic fuel that's available now," says Fairfield. "We're pleased to be converting 100 of our county's vehicles to propane Autogas with the Program, and we're also excited to be a certified conversion center and help deploy this project - and continue alternative fuel conversions for the county after the project concludes." Greenville County converted nine vehicles in August and will convert all its remaining project vehicles.

Light'N'Up has been South and North Carolina's police force vehicle specialist for 21 years. Light'N'Up is a complete patrol car outfitter, providing services ranging from installing police lightbars and K9 cages to creating custom vehicle decals for patrol vehicles. The center has performed six vehicle conversions for Pickens County and will convert the county's 22 other participating vehicles.

"Light'N'Up has been the area's leading law enforcement outfitter for two decades, so it was a natural move to participate in this project and expand our police fleet services," says Light'N'Up President Stephen Shepherd. "By becoming certified to perform propane Autogas conversions, Light'N'Up is equipped to meet the growing demand for alternative-fueled police vehicles, allowing municipalities to save on fuel costs and cut emissions - not to mention that the officers have been extremely pleased with the performance of their Autogas vehicles."

Chelsea Jenkins, director of Program administrating entity Virginia Clean Cities, says: "The \$8.6 million grant provided by the Department of Energy is allowing us to make great strides in tackling prominent issues the U.S. faces, such as the need for reduced emissions, reduced dependence on foreign oil, and economically viable alternative fuel and technology solutions. This project and the many partners who are making it possible are proving that we have the ability to change our fueling habits now."

The Program

The Southeast Propane Autogas Development Program is supported by funding from the American Recovery and Reinvestment Act and the U.S. Department of Energy's Clean Cities Program. The program is managed and administered by the Virginia Department of Mines, Minerals and Energy and Virginia Clean Cities at James Madison University. The project includes partnerships throughout the Southeast - from Maryland to Florida to Louisiana - including public and private fleet organizations, non-profits, government stakeholders, and several alternative energy and manufacturing companies in the alternative fuel market. To learn more visit www.usepropaneautogas.com or contact Lauren Scott, lauren@msmcommunications.com, (512) 524-5456.

Source: Southeast Propane Autogas Development Program

Ford Mustang Outperforms Chevy Camaro

The Ford Mustang earned a Very Good road test score and outscored the Chevrolet Camaro which earned a Good score, in a face-off between V6 versions of the two vehicles in Consumer Reports' October issue.

In last year's CR face-off between V8 versions of these two iconic cars, the Mustang also outscored the Camaro, despite being an older design.

Opting for a V6 engine did not overly dilute the fun factor in driving the Mustang, but it did for the Camaro. The Ford's new V6 engine is not only more refined than the Camaro's, it delivered stronger acceleration

and better fuel economy. The Camaro provides decent acceleration, but it's not as readily available. The car rides well enough but it's almost 300 pounds heavier than the Mustang.

"The Mustang is the more agile and enjoyable car to drive of the two," said David Champion, senior director of Consumer Reports' Auto Test Center in East Haddam, Connecticut.

Prices for the vehicles were \$28,660 for the Mustang to \$28,195 for the Camaro.

While the Mustang is Recommended, the Camaro is too new for Consumer Reports to have reliability data. CR only Recommends vehicles that have performed well in its tests, have at least average predicted reliability based on CR's Annual Auto Survey of its more than seven million print and Web subscribers, and performed at least adequately if crash-tested or included in a government rollover test.

Full tests and ratings for both vehicles appear in the October issue of Consumer Reports, which goes on sale September 7. The reports are also available to subscribers of www.ConsumerReports.org. Updated daily, ConsumerReports.org is the go-to site for the latest auto reviews, product news, blogs on breaking news and car buying information.

The Mustang corners well, with good steering and little body lean. The Ford Mustang V6 Premium (\$28,660 Manufacturer's Suggested Retail Price as tested,) is powered by a 305-hp 3.7 liter V6 engine that is quick and gets 24 mpg overall in CR's own fuel economy tests. The six-speed manual transmission shifts crisply. Braking is Very Good. The interior is well-finished and the dashboard has a retro look, reminiscent of the 1960s.

The Camaro feels relatively ungainly, with slower steering response than the Mustang and more lean. The ride is taut yet not uncomfortable. The Chevrolet Camaro 2LT (\$28,195 MSRP as tested,) is powered by a 304-hp 3.6-liter V6 engine and gets 21 mpg overall. The six-speed manual transmission is rather stiff and imprecise. Braking is Very Good. The interior is well-finished, and the thick-rimmed, leather-covered steering wheel is nicer than the Mustang's.

SOURCE Consumer Reports

From Canada To Mexico On One Tank Of Gas



As a test of the efficiency of Goodyear's (NYSE: GT) breakthrough tires with Fuel Max Technology, a Bellingham, Wash., man has completed a border-to-border drive - from Canada to Mexico - on a single tank of gas.

Craig Henderson and his custom-built car, the Avion, completed the more than 1,400-mile journey with a documented 119.1 miles per gallon, using 12.4 gallons of fuel from start to finish. He began the drive on Aug. 29 near Blaine, Wash., heading south to the Mexican border near Chula Vista, Calif. Along the way, Henderson stopped for food and overnight lodging - but no refueling - as he piloted the aerodynamic car primarily on the north-south Interstate 5.

Helping the car to achieve the milestone was a set of Goodyear Assurance Fuel Max tires, featuring a

Fuel-Saving Tread Compound that helps reduce energy loss as the tires roll. This can save average motorists 2,600 miles worth of gas over the life of a set of tires.*

"This is a remarkable accomplishment, when you think of the number of fill-ups a typical driver would have to make during such a long trip," said Razvan Bosomoiu, Goodyear brand manager. "Compared to regular passenger car tires, the Fuel Max helps the Avion roll more easily and achieve fuel mileage improvements."

Henderson's fast, fun-to-drive sports car is lightweight and aerodynamic, and it has previously set fuel efficiency records. The original model was built by Henderson and co-designer Bill Green in 1984, but mass production was never achieved.

Still, the prototype vehicle continues to reach high marks in fuel efficiency. The current version of the Avion is powered by an 800 cc diesel motor.

"The Avion has achieved 113 miles per gallon at 55-60 miles per hour in testing. For this journey, we averaged around 55 miles per hour and contended with regular traffic volumes," said Henderson. "The Goodyear Fuel Max tires help provide the fuel savings we wanted, and with the confidence of knowing we will have excellent wet and dry traction."

Assurance Fuel Max has been selected as the exclusive original equipment tire for the much-anticipated 2011 Chevrolet Volt, along with standard fitments on the 2011 Chevrolet Cruze Eco, 2010 Ford Fusion S and 2010 Toyota Prius.

The tire offers a 27 percent improvement in rolling resistance, which translates into 4 percent better fuel economy versus the previous Goodyear Assurance tire. The Assurance Fuel Max tire was selected for the Popular Science Magazine's 2009 "Best of What's New Award."

Available for more than drivers of hybrid cars, electric vehicles and even the Avion, the Assurance Fuel Max is offered in 32 sizes, fitting about 80 percent of passenger cars on the road today. The tire also carries a 65,000-mile treadlife limited warranty.

"The breadth of size offerings and all-around performance of the Assurance Fuel Max mean that most drivers can benefit from this fuel-saving tire," said Bosomoiu.

And this fall, the tire line is extended to sizes for SUVs and crossover vehicles, in the new Goodyear Assurance CS Fuel Max.

Goodyear is one of the world's largest tire companies. It employs approximately 70,000 people and manufactures its products in more than 58 facilities in 24 countries around the world. For more information about Goodyear tires, go to www.goodyeartires.com.

*(Note: This savings is based on a 4% fuel economy improvement, on 65,000-mile tread life limited warranty, as compared to the standard Goodyear Assurance tire tested on P195/65R15 size on a 2008 Honda Civic. Actual results may vary based on when tires are replaced, driving and road conditions, and proper tire maintenance.)

SOURCE Goodyear

Industry Press Releases September 17

Borla Industries Acquires TWM Induction

Borla Performance Industries has acquired TWM Induction and relocated TWM from Goleta, CA to Borla's campus in Johnson City, TN. TWM an established manufacturer of induction parts, ranging from inlet manifolds to all-out racing injection systems.

The merger enables two established leaders in the automotive performance industry to leverage their collective 60 years of experience in designing, developing, manufacturing, marketing, selling and distributing state-of-the-art induction and exhaust systems to automotive enthusiasts worldwide.

For many years, Borla and TWM Induction have supplied racing teams, classic car enthusiasts and speed fans with their world-class engineering expertise and personalized approach. A joint operation named Borla Induction has launched, introducing a new line of late-model products.

With over 26 years experience in the automotive performance parts and accessories industry, TWM Induction is known for providing its customers with finely engineered and unique solutions that meet the highest standard and demands of the racing industry. They specialize in fuel injection kits, providing high-performance throttle bodies, fuel rails, air horns, air filtrations systems and many other components.

Borla Performance Industries is a leader in the design and manufacture of stainless steel performance exhaust. Beginning more than 30 years ago as a manufacturer of high quality stainless steel exhaust systems for such "concoirs classics" as Rolls-Royce and Ferrari cars, they have evolved into a manufacturer for today's performance vehicles for the street, off-road and racing.

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EGGE Offers 1946-53 Flathead Ford 239 Pistons

(part number E-135)

Egge's E-135 piston features a 4 ring set-up: 2-2/32, 2-3/16. Egge pistons are machined from A-332 high silicone aluminum. The E-135 features precision milled and gusseted pin boss for strength and durability.



All Egge pistons are made in America at its facilities in Santa Fe Springs, California and include a chromium wrist pin. Order a set of 8 pistons, or the internal components for an entire engine rebuild with a quick call to your Egge Engine Parts Experts at: 866-581-3443.

Flathead Engine Kits typically include: Pistons, Rings, Pin Bushings, Valves, Valve Springs, Guides, Keepers, Adjustable Lifters, Bearings, Cam and Crank Gears, Camshaft, Oil Pump Kits, Gasket Set, and Adj. Lifter Wrench. Call for details and choices in each kit.

Egge Engine Rebuild Kit Part Numbers: (links go to the kit on the Egge website)

1946-47 Ford 239: F239M46-47

1948 Ford 239: F239M48

1949-50 Ford 239: F239M49-50

1951-53 Ford 239: F239M51-53

Call your Egge Engine Parts Expert at 866-581-3443 for more information.

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A.R.E. TEAMS WITH PRO FOOTBALL HALL OF FAME TO RECREATE HOF EXPERIENCE WITH CUSTOM TRUCK

Companies to Build 2011 Ford F-150, Auction Truck for Charity

MASSILLON, Ohio - Leading truck cap and tonneau cover manufacturer A.R.E. has partnered with the Pro Football Hall of Fame to build a customized 2011 Ford F-150 that promotes the Pro Football Hall of Fame's mission to honor individuals who've made outstanding contributions; preserve pro football's historic documents and artifacts; educate the public; and promote the positive values of the sport.

Featuring iconic Hall of Fame styling, the companies will



recreate the Pro Football of Fame experience by painting the truck with a silhouette of the stadium and remodeling the interior with pigskin leather and material resembling the gold Hall of Fame jackets. The bed of the truck will also display Hall of Fame memorabilia while a wrap on the inner sidewall of the truck bed will simulate the Hall of Fame Enshrinement Gallery.

In addition to Hall of Fame memorabilia, the truck will be outfitted with the latest automotive products, including an A.R.E. LSX Series fiberglass tonneau cover equipped with a fold down, flat-screen TV to watch pre-game action or play football-inspired video games. The top of the tonneau cover will feature autograph signatures from dozens of Football Hall of Fame Enshrinees.

"We are excited to work with the Pro Football Hall of Fame, whose headquarters are adjacent to our own manufacturing facility, to celebrate America's love affair with professional football and the tailgating experience," said Bryan Baker, director of marketing, A.R.E. "Our goal is to help promote the Hall's mission to preserve this beloved pastime, which we know many of our customers enjoy as avid truck enthusiasts."

Throughout the coming year, A.R.E. and the Hall will take the Hall of Fame experience on the road by displaying the truck at football games, various automotive shows and the annual Pro Football Hall of Fame Enshrinement Festival events. The truck will make its debut at the 2010 Specialty Equipment Market Association (SEMA) Show, Nov. 2-5, in Las Vegas, Nev.

At the end of its promotional tour, the A.R.E./Hall of Fame truck will be auctioned off to benefit SEMA Cares charities ChildHelp, which was founded in 1959 to help prevent child abuse, and Victory Junction Gang Camp, which was established to provide life-changing experiences for children with chronic medical conditions or serious illnesses. A portion of the proceeds will also benefit the Pro Football Hall of Fame, a 501(c)(3) not-for-profit organization.

To learn more about the truck's features, visit A.R.E.'s YouTube channel at www.youtube.com/Outfit4Life beginning this fall.

Truck owners interested in adding an A.R.E. cap or tonneau cover to their truck can find their local dealer by visiting www.4are.com and clicking on the Dealer Locator tab.

###

Trend Introduces First Economical DLC-coated Piston Pin Program

Warren Michigan: Conclusive data shows that DLC coatings (diamond-like carbon) extend the life of piston pins by a factor of four or more-virtually eliminating pin-bore troubles. Coated pins in Pro Stock drag cars now last 32 miles instead of 8 and Cup cars, whose uncoated pins could barely complete a race without sustaining piston pin galling and subsequent loss of power, now run three and four races without concern.



Until today, the chief disadvantage of the coated pin has been its price-the average cost of which has been \$52 (pin and coating). But now, thanks to higher volume production, Trend Performance, the sole supplier of pins to Diamond Pistons, has slashed costs to around \$42 each on selected popular sizes.

Not only is Trend making DLC-coated pins in five popular sizes affordable but also the piston pins are being offered in H13, a premium Sprint Cup quality tool steel. The popular sizes are as follows:

- 0.927in x 0.185in wall x 2.750in long
 - 0.927in x 0.185in wall x 2.950in long
 - 0.990in x 0.185in wall x 2.750in long
 - 0.990in x 0.185in wall x 2.930in long
- 0.927in x 0.185in wall x 2.500in long

These new coated premium pins, which are marked by batch numbers, are chamfered for the superior round wire locks and are now available for immediate delivery.

For further information contact:

Trend Performance

23444 Schoenherr,

Warren, MI 48089

Telephone (586) 447-0400 (Saso Antovski) or e-mail: Santovski@TrendPerform.com

For latest offerings, visit www.trendperform.com

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ClassicCars.com Launches Auction Central - A One-Stop Resource for Collector Car Auctions

PHOENIX, Sept. 9 /PRNewswire/ -- ClassicCars.com, a leading provider of online classified advertising for the collector car industry, announces that it has launched Auction Central - the Internet's most comprehensive guide to collector car auctions.





Located at <http://classiccars.com/auction/> and accessible via an "Auctions" link in the site's main navigation bar, Auction Central showcases upcoming auction events in North America and beyond from auction houses large and small. Included at launch are events from top-tier collector car auction houses Barrett-Jackson, Leake Auctions, Mecum Auctions, RM Auctions and Russo and Steele, and as well as regional events from Auctions America, Red Top Auction and Worldwide Auctions, among others.

Previews for featured auctions include full profiles of consigned vehicles with photos, videos and contact forms. Vehicle profiles are updated as new vehicles are consigned. During the run-up to the industry's peak season in January, Auction Central visitors can expect to see online dossiers on more than 2,000 vehicles

to be sold at auction. Car collectors and enthusiasts can also review auction news, detailed results of past auctions and a schedule of upcoming events.

"We are excited to launch Auction Central," said David Hackett, ClassicCars.com Vice President of Operations. "Auctions represent 15% percent of all the classic and collector vehicle transactions in the United States. We are delighted to have the support of the auction industry and look forward to making this exciting facet of the hobby accessible to the widest possible audience.

"The new Auction Central at ClassicCars.com is a win-win for all," Hackett continued. "Auction companies now have a way to generate interest in their entire inventory as well as their event. Classic and collectible buyers now have a centralized place to see the entire spectrum of vehicles that they are interested in, whether they be for sale by a private party, a dealer or at auction."

Source: ClassicCars.com

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The Pro-Fit Drill Carry System Saves Time, Increases Productivity

Puyallup, WA (September 7, 2010) Pro-Fit Carry Systems, a leading innovator of Modular Tool Carry platforms and accessories, proudly introduces the Pro-Fit Drill Carry System (DCS).





A good quality holster for your cordless drill is as important as the tool itself. For jobs that require ladders or scaffolding, a cordless drill holster keeps your drill secure and close while increasing productivity and saving time.

Pro-Fit Carry Systems DCS is not just your ordinary nylon fabric drill holster. It is constructed from an extremely durable and lightweight custom polymer that will not wear out. Each DCS is custom molded and fitted for a specific drill based on the brand and model number, giving each holster excellent retention qualities. During re-holstering you will hear an audible click-a positive feeling of security.

An intriguing feature of the DCS is the Tek-Lok™, an innovative, secure and versatile latching attachment system. It is readily adjustable to accommodate multiple belt sizes and Pro-Fit's Modular Leg Platform (configures 1¼"-2¼"). The Tek-Lok can be moved for either right or left-handed users.

"We are extremely excited about this innovative product," Steve Avila, CEO of Pro-Fit, said. "The DCS greatly increases productivity and provides a quick, easy, and durable means of tool retrieval. The modular construction also allows for multiple mounting and carrying configurations. For those who value time-saving measures, Pro-Fit's DCS does the job."

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 ensure 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 SEMA: Booth # 10244.

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VHT Paint Now On Catalog Rack

We're excited to announce products from VHT Paint are now available on the CatalogRack sales network. VHT Paint is a leading manufacturer of high temperature paint and coatings as well as specialty paints and finishes for other automotive applications.



DCi's CatalogRack sales network connects buyers with sellers. In fact, DCi connects thousands of resellers and millions of consumers for over 200 of the industry's leading brands in several ways:

- DCi's CatalogRack.com, replacing paper catalogs on the sales counter at over 7,400

reseller locations that access over \$1 billion worth of products every year;

- DCi's CatalogRack eStore services, helping independent brick and mortar auto parts retailers compete in today's online world;
- DCi's data feeds the industry's largest chain stores, warehouse distributors, mail order companies and Internet resellers, and lets manufacturers comply with dozens of proprietary data formats;

- DCi sends new product news and new fitment applications to the entire industry;

- DCi sends product data to search engines like Google where automotive parts shoppers go to make

buying decisions.

DCi's exclusive StockChek service also lets resellers locate inventory at hundreds of distributor and manufacturer locations, helping eliminate lost sales.

If you would like more information on how DCi and the CatalogRack sales network eliminates lost sales, helps launch new products, increases sales and gains product exposure through every channel of distribution, contact Mark Toeppen, DCi president at (515) 276-0442, x123 or at mark@dcinet.com.

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'DIAL IN' YOUR PERFORMANCE SUSPENSION THIS FALL WITH BONUS OFFER FROM RANCHO®

LONG BEACH, Sept. 2, 2010 - Ready to dial in your performance suspension accessories this fall? There's just no better time, thanks to the special "All Dialed In" bonus offer from Rancho® that gives consumers a free Rancho® MyRIDE™ wireless control tuning system for qualifying shock purchases.

Available at participating retailers nationwide, the Rancho "All Dialed In" program is available on qualifying purchases between October 1 and December 31, 2010.

"This latest offer from Rancho truly offers enthusiasts the best combination of premium shock absorbers with an exclusive, premium accessory - the MyRIDE wireless tuning system - to deliver top performance in any situation like towing, off-roading or commuting on the highway," said Joe Pase, director, performance products, Tenneco.

To qualify, consumers must purchase four Rancho RS9000XL™ shock absorbers (RS999000 series) or four Rancho Loaded quickLIFT™ shock absorbers (RS999700 series). Once qualifying purchases have been verified and necessary program forms submitted, Tenneco will send one Rancho MyRIDE wireless tuning system (RS999705) to the consumer. The program offers a free MyRIDE unit for applicable product purchases, shipped after qualifying purchases.

The fall bonus offer is available on the Rancho brand's RS9000XL shock series that features a massive shock body with either a 2.75- or 2.38-in. diameter reserve tube and adjustable damping to run cooler and more consistent under the most demanding conditions. The program also includes Rancho Loaded quickLIFT shock absorbers that now include an application-matched and installed coil spring and upper mounting plate, facilitating ease of installation and to provide added performance benefits. Rancho Loaded quickLIFT units provide 1- to 2.5-inches of additional lift, allowing for use of larger wheel and tire packages and to provide an aggressive vehicle stance.

The Rancho MyRIDE wireless controller provides one-touch remote control tuning of Rancho shocks, including the RS9000XL series. The Wireless Controller includes a variety of one-touch presets, including Highway, Sport, Work/Tow/Haul, Off-Road, and a driver-determined MyRIDE, which allows the owner to set his own preferred ride setting and save it for future use. The handy wireless controller allows for mounting or storage virtually anywhere within the vehicle.

The program does not include installation/labor costs and is good only on qualifying products. For necessary program forms, please visit www.gorancho.com between October 1 and December 31, 2010. To find a Rancho installer, please visit www.gorancho.com and use the "Where to Buy" locator.

Rancho is an industry leader in suspension innovation. The Rancho brand of performance suspension and shock absorbers is manufactured and marketed by Tenneco Inc. (NYSE: TEN) and headquartered in Long Beach, Calif.

For Rancho "All Dialed In" redemption forms or for more information, visit www.gorrancho.com from October 1 until December 31, 2010, call 1-800-218-1596 (US) or 1-800-565-9919 (Canada) or write to Rancho Marketing, One International Dr., Monroe, MI 48161.

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Cary Chouinard Named Director of Cylinder Heads & Valvetrain and Manufacturing Manager for Mast Motorsports

August 25, 2010 - Nacogdoches, TX - A career track record is a good predictor of success. Take a look at Cary Chouinard: Cary's passion for excellence took LS cylinder head development to the next level with dedicated castings and clean slate designs. His expertise allowed the development of over 50 different cylinder heads from LS1 / LS2 cathedral port, LS3 & LS7 ports, to raised runner race ports in 3.9, 4.0, 4.07 and 4.1+ bore sizes and a full line of 2 piece fully ported CNC race intake manifolds with carbureted or fuel injection options.

Cary Chouinard, who played a pivotal role in the startup and success of ET Cylinder Head's products and founded Performance Induction Specialties (both companies are renowned for cylinder head development and manufacturing in the performance racing industry) will be Mast's new Director of the Cylinder Head & Valvetrain division as well as Manufacturing Manager. Cary's vast engineering and manufacturing experience along with innovative solutions makes him uniquely qualified for his new positions at Mast. Cary brings to Mast his proven formula of success to Mast's leadership position in the LS powertrain engineering and development arena. Cary will turn over his sales responsibilities to Mast Motorsport's dedicated sales team to focus solely on new product development and cylinder head production. As a result, you can expect Cary and Mast to continue with cylinder head and induction leadership with many new and exciting products on the horizon...stay tuned!

For more information, please contact Chris Durrett at 1-936-560-2218, Ext.14 or chris@mastmotorsports.com or log on to Mast Motorsports's web site at www.MastMotorSports.com

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EGGE Offers 1954-56 Oldsmobile "Rocket" 324 Pistons (part number L2133)





The Oldsmobile "Rocket" engine was based on the engineering genius of Charles Kettering and was built in the "Kettering Engine Plant" in Ohio. The Olds Rocket is considered the first real mass-produced over-head valve V-8. Egge Machine Company offers engine kits and pistons for most of the Olds Rockets including the 324cid engine. The L2133 piston features a steel strutted pin boss, slipper skirt and precision machined ring grooves. The 8.25:1 compression ratio pistons come in standard, .020, .030, .040, or .060 oversizes with custom oversizes available on request.

Order a set of 8 pistons, or the internal components for an entire engine rebuild with a quick call to your Egge Engine Parts Expert at: 866-581-3443.

Oldsmobile Rocket Engine Kits typically include: Pistons, Rings, Pin Bushings, Valves, Valve Springs, Guides, Lifters, Pushrods, Rocker Assembly, Bearings, Cam and Crank Sprockets, Timing Chain, Camshaft, Oil Pump Kit, and Gasket Set. Call for details and choices in each kit.

Egge Engine Rebuild Kit Part Numbers: (links go to the kit on the Egge website)

1954 Oldsmobile 324: OL324M54

1955 Oldsmobile 324: OL324M55

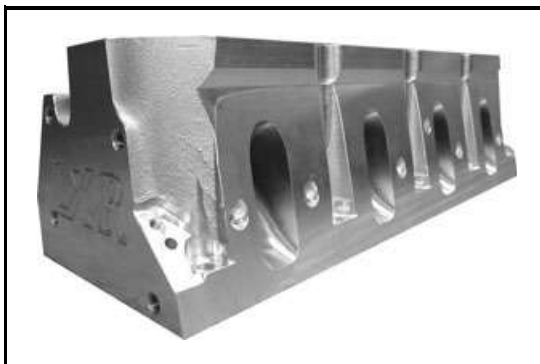
1956 Oldsmobile 324: OL324M56

Call your Egge Engine Parts Expert at 866-581-3443 for more information.

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Mast Motorsports Introduces New LS Cylinder Head Line

August 25, 2010 - Nacogdoches, TX - Mast Motorsports entered the performance and racing industry in 2007 and in just three short years, they are dominating the Gen IV LS marketplace.



How? Through painstaking hours of research and development, clean slate design and engineering, a passion for winning by producing the best performing highest quality products and outstanding tech and customer service.

Mast Motorsports recently acquired Performance Induction Specialties in Walled Lake, MI (a state of the art manufacturer of cylinder heads and intake manifolds). The acquisition will enable Mast Motorsports to dominate the LS cylinder head and induction marketplace with 14 different cylinder heads from LS1 / LS2 cathedral port, LS3

& LS7 ports, to raised runner race ports in 3.9, 4.0, 4.07 and 4.1+ bore sizes and a full line of 2 piece fully ported CNC race intake manifolds with carbureted or fuel injection options. The Mast Motorsports manufacturing facility will remain in Michigan and utilize the very latest manufacturing equipment including CAD modeling and design, 5-axis CNC machines, mold makers, 4-axis valve job machines and state of the art flow bench.

In addition to Mast's current LS3 and LS7 cylinder head products Mast will introduce cathedral port LS cylinder heads in small, medium and large bore sizes; inline and splayed valve racing LS heads and the innovative canted valve Mozez LS cylinder heads which will support over 1000HP naturally aspirated! An all-new 20 page Mast Motorsports cylinder head and induction catalog should be available the week of August 30th in the product info section of Mast's website.

For more information, please contact Chris Durrett at 1-936-560-2218, Ext.14 or chris@mastmotorsports.com or log on to Mast Motorsports's web site at www.MastMotorSports.com

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FIRESTONE INDUSTRIAL PRODUCTS OFFERS NO-DRILL RIDE-RITE KITS FOR 2011 FORD SUPER DUTY

INDIANAPOLIS, Ind. - Firestone Industrial Products Company, LLC announces new no-drill Ride-Rite(tm) air helper spring kits are available for the 2011 Ford Super Duty F-250/F-350, fitting gas (part #2520) or diesel (part #2535) 2WD and 4WD models with the factory in-bed hitch.



Designed to mount between the truck's frame and the suspension, Firestone's Ride-Rite kits use air pressure to help maximize the truck's safe load carrying capacity, stability and ride quality. Featuring individual inflation valves for separate side-to-side or front-to-rear adjustment, the air helper springs also assist in leveling off-center loads.

"Our latest Ride-Rite air helper spring kits, which are available for gas and diesel versions of the new Ford Super Duty, are designed to meet the needs of today's drivers who often use their trucks for both work and play, to haul equipment or tow the family camper," said Todd

Green, regional sales manager, Firestone Industrial Products, Ride-Rite division. "By using air pressure, we are able to offer such benefits as increased vehicle stability, brake effectiveness and reduced tire wear. Varying the air pressure in our air springs allows the driver to keep the vehicle level under a load while maintaining the ride quality."

Firestone's no-drill kits use the truck's factory holes and include all the components necessary for an easy installation that typically takes less than one hour, including the brackets, air springs, hardware, air lines and separate valves. The kits come with a two-year limited warranty and have an MSRP of \$481.36.

The Air-Rite(tm) air accessory system is also available to complement the 2011 Ford Ride-Rite kits, enabling drivers to make instant air pressure adjustments with the push of a button installed on the dashboard.

A pair of Ride-Rite air springs can provide up to 5,000 pounds of load leveling capacity. (Note: Air springs do not increase the load-carrying capacity of the vehicle. Do not exceed the vehicle's recommended Gross Vehicle Weight Rating [GVWR]).

Trained technicians are available toll-free (800.888.0650) to answer any product application, installation or warranty questions Monday through Friday from 7:30 a.m. to 4:30 p.m. EST.

Firestone offers a line of Complete Suspension Solutions that includes Ride-Rite(tm), Sport-Rite(tm), Coil-Rite(tm) and Level-Rite(tm) air helper springs; Work-Rite(tm) load assist springs; and the R4Tech(tm) hybrid air/leaf suspension system. These products have become synonymous with quality, durability and

outstanding customer support. For more information, visit www.ride-rite.com.

Firestone Industrial Products Company, LLC, a subsidiary of Firestone Diversified Products, LLC, specializes in air spring manufacturing and technology with a history of more than 70 years of research and development of technologically advanced air springs for the global marketplace. With headquarters in Indianapolis, Ind., and quality-certified manufacturing/assembly plants and technical centers throughout North America, South America, Latin America, Europe and Asia, the company produces suspension products for commercial trucks & trailers, cars, sport utility vehicles, light trucks, minivans, vans and motor homes. Firestone facilities are ISO-14001, ISO-9001 and TS-16949 Certified.

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Mast Motorsports Acquires Performance Induction Specialties

August 25, 2010 - Nacogdoches, TX - Over the past three years, Mast Motorsports had experienced phenomenal growth in LS powertrain engineering and development. Their innovation stands alone with the first aftermarket LS3 CNC 12-degree cylinder head, the first aftermarket VVT high performance camshafts, the first LS racing cam gear drive, the first truly "plug and play" aftermarket fuel injection system for Gen IV LS engines and the most reliable pump gas dyno tuned hand built turn key LS crate engines available. In order to maintain Mast's leadership position in the industry and capture more market share, owner and lead engineer Horace Mast is investing heavily in state of the art manufacturing capabilities by acquiring cylinder head and intake manufacturing leader, Performance Induction Specialties.

The foundation of Mast Motorsports has been clean slate engineering innovation and design. The new Mast Motorsports manufacturing facility will remain in Walled Lake Michigan and utilize the very latest manufacturing equipment and software including CAD modeling and design, CAM manufacturing, 5-axis CNC machines, vertical mold makers, 4-axis valve job machines, and a state of the art flow bench. Cary Chouinard, who played a pivotal role in the startup and success of ET Cylinder Head's products and founded Performance Induction Specialties (both companies are renowned for cylinder head development and manufacturing in the performance racing industry) will be Mast's new Director of Cylinder Head & Valvetrain as well as Manufacturing Manager. Cary's vast engineering and manufacturing experience along with innovative solutions makes him uniquely qualified for his new positions at Mast. Cary brings to Mast his proven formula of success to Mast's leadership position in the LS powertrain engineering and development arena. As a result, you can expect Cary and Mast to continue with cylinder head and induction leadership with many new and exciting products on the horizon. Cary will turn over his sales responsibilities to Mast Motorsport's dedicated sales team to focus solely on new product development and cylinder head production.

"From concept to reality, acquiring Performance Induction Specialties brings tremendous capabilities in-house. This will allow us to bring innovative products to market faster while driving customers cost of those products down."

For more information, please contact Chris Durrett at 1-936-560-2218, Ext.14 or chris@mastmotorsports.com or log on to Mast Motorsports's web site at www.MastMotorSports.com

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EGGE Offers 1957-61 Buick 364 Nailhead Pistons

(part number L2008)





Ready to hammer down that Nailhead project?

Buick's overhead valve, V-8 engines were introduced in 1953. In 1957 the engine grew to 364 cubic inches. One of the characteristics of the "Nailhead" Buick is the "pentroof" design of the piston head and the "fireball" combustion chamber with the valves to one side and the sparkplug at the top. Each exhaust valve had its own port and branch creating a "free-flowing" exhaust system. Egge's piston features a full skirt, and chromium steel pin. Like all Egge piston sets, each set is carefully weighed and boxed within 3 grams of each other.

Order a set of 8 pistons, or the internal components for an entire engine rebuild with a quick call to your Egge Engine Parts Expert at: 866-581-3443.

Buick Nailhead Engine Kits typically include: Pistons, Rings, Pin Bushings, Valves, Valve Springs, Guides, Lifters, Pushrods, Choice of steel or aluminum Rocker

Arms, Bearings, Cam and Crank Sprockets, Timing Chain, Camshaft, Oil Pump Kit, and Gasket Set. Call for details and choices in each kit.

Egge Engine Rebuild Kit Part Numbers: (Links go to the kit on the Egge website)

1957-58 Buick 364: BU364M57-58

1959-61 Buick 364: BU364M59-61

Call your Egge Engine Parts Expert at 866-581-3443 for more information.

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