

Truck Battles Are Heating Up Again

The suddenly hot consumer truck buying market will benefit again from the competition of new 2011 models hitting the showrooms from the top light truck manufacturers, according to industry-leading vehicle pricing and information publisher NADAguides. The recent strength and increase in truck sales has sparked an ongoing battle among top-selling manufacturers Chevrolet, Ford, and Ram. These three continue to ramp up the performance and features of their hot-selling models such as the Silverado, F-Series and Ram 1500. In addition to improving existing trim levels, some of these have taken their models to the next level by creating special edition designs that cater to consumer specific lifestyles and interests, making the competition even more interesting.

"Recent sales reports show the Ford F-Series, Chevrolet Silverado and Ram 1500 as the top three best-selling trucks year-to-date, and recent web traffic patterns at NADAguides.com affirm these numbers," stated Don Christy, Jr. president and CEO of NADAguides. "Over the last three months, web traffic has continually increased month over month for the Ford F-Series, Silverado and Ram truck models respectively."

NADAguides attributes the resurgent interest in pickup trucks not only to stable gas prices, but also to efforts by the three Detroit manufacturers to consistently build reliable light trucks with



increasing fuel efficiency and continued power and performance. "Each year these machines become stronger, better-looking and more efficient and continue to be consumer favorites," Christy added.

The Ford F-150 has continuously evolved by meeting the needs and demands of its consumers and with the 2011 model, will increase fuel economy by 20%. With multiple lineups under the F-150 name such as the Harley Davidson edition and the SVT Raptor, Ford covers all elements of interest. The Ford F-150 steps into 2011 with four new engines. The standard engine is a 3.7L V6 with twin independent variable cam timing and a four-speed automatic transmission. Also available will be the 3.5L EcoBoost V6, a 5.0L V8 and a powerful 6.2L V8. With towing capacities ranging from 5,400 lbs to 11,300 lbs, the F-150 gets about 14 miles per gallon in the city and 20 miles per gallon on the highway. Standard equipment

includes traction control, parking aid, navigation system, adjustable pedals and much more. The Ford F-150 comes with a 5 year/60,000 mile warranty and roadside assistance. Ford is currently offering \$1,500 Retail Customer Cash, \$1,000 Ford Credit Retail Bonus Customer Cash, and \$1,000 Promotional Retail Bonus Customer Cash or \$1,000 Retail Bonus Customer Cash and 0% interest for 36 months on 2010 models. To keep up to date on current rebate and incentive programs from Ford and all manufacturers, visit <http://www.nadaguides.com/Cars/Incentives-and-Rebates>.

Ford model improvements are impressive for 2011 and they will continue to compete for consumer interest with their Built Ford Tough Invasion of the Bulls Promotion, American Ride Tour and F-150 Round-up where you can drive the 2011's before they hit the store. Now, those are some programs tough to compete with. Sales of the new 2011 models will begin in December.

The 2011 Chevrolet Silverado 1500 has become the durable and affordable truck consumers rely on for all their truck needs. The base engine is a 4.3L V6, and available engines include the 4.8L V8 or 5.3L V8 that produces 315 horsepower. The Silverado also comes with either a four or a six-speed automatic transmission. Even with all this power under the hood, the Silverado manages an impressive 15 miles per gallon in the city and 22 miles per gallon on the highway. Optional equipment includes Bluetooth, OnStar, and various appearance options. With the much improved features of the OnStar option, advisors are able to immediately connect to your vehicle to send help in an emergency situation. The Silverado offers a world full of modern amenities including XM Traffic, Navigation Radio, USB port, Rearview camera system and Chevrolet Wi-Fi by Autonet Mobile allowing Internet connection up to 150 foot radius around the vehicle. The Chevrolet Silverado starts at \$20,850 and goes up based on trims, options and features. Chevrolet has current incentives that offer \$4,500-\$5,000 (depending on the cab) cash allowance or 0% interest for 72 months. The Silverado 1500 comes with a 100,000 miles/5 year power train warranty. As with Ford, Chevrolet tries to capture the consumer's eye with their Ultimate Deer Camp Package sweepstakes.

Rounding out the group is the 2011 Ram 1500, standing up to its competitors and remaining steady in the race. It seats three to six passengers comfortably and is available in many different styles, including the newest lifestyle specific Outdoorsman, which comes with enhanced lighting, heavy-duty engine cooling for towing purposes, on and off road tires, black handles and mirrors to eliminate reflection and glare, and much more geared for the needs of hunters and fishermen. The base engine is a 3.7L V6, but the popular truck is also available with a 4.7L V8 or 5.7L Hemi V8 generating 390 horsepower and over 400lb-ft of torque. The Ram 1500 gets 13 miles per gallon in the city and 18 miles per gallon on the highway. Optional equipment includes power sunroof, power heated tow mirrors, GPS navigation, iPod control, 30GB hard drive, and Uconnect WEB. Ram is definitely moving in the right direction with technology features that enhance work and play. The Ram 1500 starts at \$20,610 and goes up based on trims, options and features. The truck is covered by a 100,000 mile/5 year power train warranty plus a 36,000 mile /3 year Basic Limited Warranty that provides bumper-to-bumper coverage. Ram currently has incentives and rebates that make the Ram even more enticing. Current options include \$3,500 cash allowance, 0% interest for 60 months or the 60 Day Handshake deal which gives you 60 days to drive the truck paid for by Ram and if you are not satisfied, Ram will take the truck back, no questions asked. Ram couldn't go without their own truck tour and have done so with their Ram Master Camper Tour.

Let the competition begin!

SOURCE NADAguides

Hurst, West Coast Kustoms, Petersen Inducted Into Hall of Fame

The weekend of September 18 was the 21st annual Route 66 Rendezvous in San Bernardino, California. Even in the midst of a tough economy more than 1,700 cars were on display and an estimated 500,000 people showed up to enjoy a slice of the American car culture.



As part of the festivities, there was a Cruisin' Hall of Fame induction ceremony on Saturday. There are a variety of categories represented in the Cruisin' Hall of Fame covering the gamut of ways the automotive hobby touches people's lives. There are builders & designers of vehicles, there are vehicle manufacturers, there are those who preserve and promote the history of the hobby, there are the media and entertainment groups, and the lifetime achievement recipients for their contributions to the hobby.

The honorees this year are

Jim Wangers: He did not create the GTO, but was responsible for building the mystique surrounding the legendary Pontiac and is referred to as the "Godfather of the GTO". Now in his 80's Wangers continues to travel the country with the GeeTO Tiger, sharing Pontiac memories along the way.

Hurst Performance: Synonymous with speed, performance and quality, Hurst Performance is one of the most recognized names in the automotive performance arena. Founded in 1958, Hurst was one of the first specialty companies to partner with the OEMs and bring enthusiasts limited edition

performance vehicles like the legendary Hurst/Olds 442. Hurst is also the inventor of the Jaws of Life rescue tool. Accepting the award was Nate Shelton, chairman.

Petersen Automotive Museum: internationally known for its diverse car collection and presentation of automotive history. This museum is dedicated to the exploration and presentation of the automobile and its impact on American life and culture. Margie and Robert Petersen have contributed over \$30 million dollars to establish the Petersen Automotive Museum Foundation as an independent nonprofit organization in 1994. Covering four floors, the facility features permanent exhibits that trace the history of the automobile. Accepting the award was Leslie Kendall, curator.

West Coast Kustoms: Formed in 1982 for Kustom people by Kustom people, Richard & Penny Pichette had a dream and vision for a kustom car club and show reminiscent of how it was in the nifty fifties. The West Coast set the trends and "lead" the way in kustomizing. Now in its 29th year, West Coast Kustoms is held in Santa Maria during Memorial Day weekend, and draws friends and families to what is sometimes referred to as the West Coast Kustoms Family Reunion. Accepting the award was Penny Pichette. Penny also announced a special project car being built to honor Rich Pichette and provide funding to Alzheimers research.

Charley Tuna: Charlie Tuna has been a Radio DJ in the Los Angeles area for several decades. His voice is easily recognized by those who cruised their vehicles along Route 66 in the sixties and seventies. This honor will be added to the others he has received over the years including his Star on the Hollywood Walk of Fame, induction into the National Radio Hall of fame and into his home state Nebraska Broadcaster Association Hall of Fame. His annual "Tunathon" has raised nearly 2.5 million dollars for Children's Hospital in L.A.

These 5 join a host of automotive icons. Names like; Wally Parks, Boyd Coddington, Ed Roth, George

Barris, Carroll Shelby, Les Richter, Hot Rod Magazine, Don Garlits, Edelbrock Corp., Isky Cams, Parnelli Jones, Norm Kraus, J C Agajanian Family, So-Cal Speed Shop, EGGE Machine, K & N, Sam Foose, Doug's Headers, Barry Meguiar and many

New and Used Auto Sales Forecast for September

We have two forecasts for September vehicle sales, one from TrueCar and one from J.D. Power and Associates.

On September 22, TrueCar.com released its September 2010 sales and incentives forecast. The forecast shows the following:

New light vehicle sales (including fleet) in the U.S. for September 2010 is expected to be 951,382 units, up nearly 28 percent from September 2009 and a decrease of 5 percent from August 2010 (on an unadjusted basis)

The September 2010 forecast translates into a Seasonally Adjusted Annualized Rate (SAAR) of 11.66 million new car sales, up from 11.47 in August 2010

Retail sales are down nearly 8 percent compared to August 2010 and up nearly 26 percent from September 2009

Fleet and rental sales are expected to make up 21 percent of total industry sales

The industry average incentive spending per unit will be approximately \$2,683 in September 2010, which represents a decrease of 3 percent from August 2010 and a 2 percent decrease from September 2009

Used car sales* is estimated to be 3,288,000, down 16.6 percent from August 2010 and up 0.6 percent from September 2009. The ratio of new to used is estimated to be 1:3.45 for September 2010

"Used car sales is an important factor when forecasting the automotive industry," said Jesse Toprak, VP of Industry Trends and Insight for TrueCar.com. "Looking at both new and used car sales provides a more complete picture of the overall health of the automotive industry."

TrueCar.com is reporting the following about new light vehicle sales and incentive spending in September 2010:

- Sales are expected to decrease 5 percent from August 2010, but increase nearly 28 percent from September 2009
- GM is estimated to have its third-lowest market share ever at nearly 18 percent
- Hyundai/Kia is estimated to have their largest market share ever at 8.9 percent
- Incentives decreased due to better production management from manufacturers as most late-model new vehicles are off dealership lots

"Historically, the average drop is 10 percent from August to September, so the lack of a double-digit drop this month could be a sign of relative strengthening in the market," Toprak continued. "But consumers continue to seek value-oriented brands such as Hyundai or Kia due to a lack of clarity in the economy."

Forecasts for the top seven manufacturers for September 2010:

Unit Sales Forecast			
Manufacturer	September 2010 Forecast	Change vs August 2010	Change vs September 2009

Chrysler	92,306	-7.3%	+48.4%
Ford	155,241	-1.3%	+41.7%
GM	170,905	-7.6%	+10.4%
Honda	104,043	-4.3%	+34.7%
Nissan	71,560	-6.9%	+29.2%
Toyota	148,439	0.0%	+17.8%
Hyundai/Kia	84,723	-1.6%	+59.5%

TrueCar.com also projects sales down to the brand level, which can be viewed in its entirety at the Truth Blog on TrueCar.com. Brand level incentive spending forecasts are available upon request.

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 Web Site: <http://www.truecar.com>

J.D. Power and Associates Reports: September New-Vehicle Retail Sales Pace Recaptures Lost Momentum

New-vehicle retail sales in September are expected to recover from the tumultuous summer selling season and post a significant selling rate increase, compared with August, according to J.D. Power and Associates, which gathers real-time transaction data from more than 8,900 retail franchisees throughout the United States.

September new-vehicle retail sales are expected to come in at 769,000 units, which represents a seasonally adjusted annualized rate (SAAR) of 9.7 million units. September's retail selling rate is expected to be the highest in more than two years, excluding the CARS-influenced August 2009 rate. Retail transactions are the most accurate measurement of true underlying consumer demand for new vehicles.

"The vigorous start to September is an indication that vehicle buyers delayed some of their purchases in late August, and were most likely waiting for Labor Day sales and hoping for increases in vehicle availability," said Jeff Schuster, executive director of global forecasting at J.D. Power and Associates.

Total light-vehicle sales for September are expected to come in at 961,500 units, 29 percent higher than September 2009, which was impacted by the expiration of the CARS program. Fleet sales in September are tracking at an increase of 8 percent from September 2009, representing a 20 percent share of total sales.

J.D. Power and Associates U.S. Sales and SAAR Comparisons			
	September 2010 (2)	August 2010	September 2009
New-vehicle retail sales	769,000 units (36% higher than Sept 2009)	816,636 units	586,446 units
Total vehicle sales	961,500 units (29% higher than Sept 2009)	995,180 units	744,161 units
Retail SAAR (1)	9.7 million units	8.4 million units	7.2 million units
Total SAAR	11.8 million units	11.4 million units	9.2 million units
(1) Seasonally Adjusted Annual Rate			
(2) Figures cited for September 2010 are forecasted based on the first 15 selling days of the month.			

Sales Outlook

After two months of mixed indicators resulting in downward revisions to the vehicle sales outlook, J.D. Power and Associates is holding its 2010 forecast at 9.2 million units for retail sales and 11.6 million units for total sales.

"The strength in the first half of September is exactly what the industry has been looking for to begin a more measurable recovery through the remainder of the year with continued progress into 2011," said Schuster. "The expected increase in vehicle availability should provide relief in the coming months as many 2011 models hit the showrooms, but the industry's attention will remain on the economic indicators to gauge the level of recovery."

J.D. Power's 2011 forecast remains at 10.7 million units for retail sales and 13.2 million units for total sales. However, given the volatility in both the economy and consumer demand, there remains a moderate level of risk of a weaker selling rate in 2011.

After a sharp increase during the first half of 2010, North American production continues to be balanced with demand. Light-vehicle production in the fourth quarter is expected to come in at 2.8 million units, an increase of nearly 3 percent from the same period in 2009. Full-year 2010 production is forecasted to be up 36 percent compared with 2009, totaling 11.7 million units. Capacity utilization improves to 66 percent this year, compared with 48 percent in 2009. Further improvement is expected in 2011, with production volume projected at 12.7 million units and capacity utilization at 72 percent.

U.S. inventory levels have been well-maintained in 2010. Days supply at the beginning of September was 52 days, and remained unchanged from August. This level is well above the 29-day supply in September 2009, which was significantly depleted as a result of the CARS program, but remains below the industry norm of 60 days.

"The recovery in North American production will finish 2010 by well outpacing the sales recovery, but the production increase in 2011 will not be as pronounced, as inventories are expected to be replenished and stable next year," said Schuster. "However, there are still availability shortages with some key models, which may impact demand during the remainder of 2010."

SOURCE J.D. Power and Associates

Chevy Caprice PPV Beats Competitors

Law enforcement testing finds the all-new 2011 Chevrolet Caprice Police Patrol Vehicle (PPV) is faster from zero to 60 and zero to 100 miles per hour and stops in a shorter distance than its competitors from Ford and Dodge.

The performance testing against the 2011 Dodge Charger Police Pursuit police car and the 2011 Ford Crown Victoria Police Intercept or was conducted on Saturday in Chelsea, Mich.,



and on Monday during a vehicle dynamics comparison at the Grattan Raceway near Belding, Mich., where the Caprice PPV had the best overall average time per lap.

"Police departments around the country told us they needed a modern, high-performance rear-drive pursuit car," said Joyce Mattman, GM Fleet and Commercial Operations product director. "These results are proof that the Caprice PPV delivers the performance officers want, without compromising safety or comfort."

Results from the tests from the Michigan State Police Evaluation Program are considered preliminary. Final results will be published later this year.

"I'm tickled to death to see all of the manufacturers back into (police cars) in a big way after a period of stagnation," said Jerry Newberry, Fleet Manager for the Texas Department of Public Safety, which purchases 900-1,000 vehicles annually. "It's still a work in progress for all manufacturers, but that's been the nice thing in the development of this Caprice - GM is doing what it takes to bring the best car to the market."

The Caprice's 6.0-liter V-8 is rated at an estimated 355 horsepower (265 kW) with 384 lb-ft of torque (521 Nm). It is also backed by a six-speed automatic transmission, which is performance-calibrated for police duty, and standard Stabilitrak electronic stability control. A unique Performance Algorithm Liftfoot (PAL) calibration, within Sport shift mode, allows the transmission to "understand" the driving conditions and select the appropriate gear - even through tight turns - and provides the required engine torque.

With segment leading interior space and sculpted front seats to "pocket" the equipment belt, the Caprice PPV provides maximum comfort for officers, allowing them to effectively do their jobs with minimal back soreness.

Reporting for duty next spring, the Caprice PPV joins the front-wheel drive Impala PPV and Tahoe PPV, making Chevrolet the only manufacturer to offer a full range of police vehicles.

SOURCE General Motors

Association Claims Honda Violating Magnuson-Moss Act

A formal complaint has been made to the Federal Trade Commission (FTC) by the Automotive Aftermarket Industry Association (AAIA), responding strongly to recent position statements made by Honda regarding aftermarket parts. AAIA claims that Honda's statements "failure to use Honda replacement parts will cause consumers to lose warranty coverage on their vehicle" are a violation of the Magnuson-Moss Warranty Act.

In its complaint to FTC, AAIA claims that Honda's statements are a direct attempt to market replacement parts for Honda under the guise of an unsubstantiated warning to consumers regarding the use of non-original equipment parts.

"We request that FTC take immediate action to require that Honda withdraw the statement and issue a correction that use of non-Honda parts will not cause a owner to violate their warranty," said Kathleen Schmatz, AAIA president and CEO.

In a statement issued by American Honda for both its Honda and Acura vehicle lines on Aug. 20, they said, "American Honda will not be responsible for any subsequent repair costs associated with vehicle or part failures caused by the use of parts other than Honda Genuine parts purchased from an authorized U.S. Honda dealer."

"We contend that Honda's statements are in violation of prohibitions in the Magnuson-Moss Warranty-FTC Improvement Act (Public Law 93-637) from conditioning a consumer warranty on the use of non-original equipment parts, and are misleading to consumers regarding their rights and choices under the law," Schmatz said. "To our knowledge, Honda has provided no specific evidence to support their claim that there are problems with use of non-Honda aftermarket parts for their vehicles or that use of such parts creates warranty-related issues for their customers."

SOURCE Automotive Aftermarket Industry Association

HutchBSR Racing Parts and Equipment Going To Auction

Assets included in the auction are \$2.5 million plus in new racing parts, including chassis, safety, electrical, plumbing, fluids and more from many of the most recognized manufacturers; parts bins and shelving; office equipment and a Volvo road tractor.

It was announced this week that the remaining racing parts and equipment inventory of HutchBSR Inc. of Concord, N.C., will be sold in an online auction.

HutchBSR was a major supplier of automobile and truck racing parts and accessories in the United States. The company's ownership recently decided to devote their time to other interests and have contracted with Iron Horse Auction Co. Inc. to conduct the auction.

Assets included in the auction are \$2.5 million plus in new racing parts, including chassis, safety, electrical, plumbing, fluids and more from many of the most recognized manufacturers; parts bins and shelving; office equipment and a Volvo road tractor.

According to Tom McInnis of Iron Horse, this online auction represents the largest marketing event for auto and truck racing assets ever held in America.

"The brands and manufacturers included represent the best in the racing world. We expect worldwide participation for this event," McInnis said.

The auction will begin at 1 p.m. on Oct. 6 and will run until 1 p.m. on Oct. 22. Registration and bidding will take place on the Iron Horse Auction Co. website.

http://www.ironhorseauction.com/index.php?subp=1&sct=109&pg=ap&pid=18610&ap_sub=cat

Chrysler Announces Licensing Agency for Chrysler and Jeep Brands

Chrysler Group LLC announced today that it has named The Licensing Company (TLC) as its new worldwide licensing agency for the Chrysler and Jeep® brands. This new appointment has been made to ensure greater global brand alignment and significant international growth during the next phase of its existing programs.

"We look forward to working with TLC to develop exciting and innovative programs that truly represent each of the brands' distinct personalities and visions," said Walid Saba, Head of Marketing Design, Chrysler Group LLC.

Melvin Thomas, CEO of TLC added, "Jeep is a unique brand with great heritage and presence around the world. TLC will seek to ensure the brand extension program is a true reflection of, and complement to the brand. This will see the creation of aspirational product lines, the opening of new markets and the addition of innovative marketing initiatives, all elements that TLC is uniquely placed to deliver."

The Licensing Company (TLC) is a global licensing agency that specializes in creating long-term significant brand extension programs for some of the world's top brands, including Coca-Cola, Jim Beam, Air Wick, Lysol, Welch's, Jelly Belly, Zagat and Cosmopolitan Magazine. TLC was founded in London in 1996 with the objective of delivering sensational results for its clients. Through its five strategically placed offices, New York, London, Tokyo, Munich and Paris, TLC currently boasts more than \$2.8BN in retail sales and access to over 80% of the world's consumer marketplace. TLC is also the Joint Venture partner for Iconix Group in Europe. (www.thelicensingcompany.com)

Corporate Website: <http://www.chryslergroupllc.com>

SOURCE Chrysler Group LLC

Industry Press Releases October 1

EGGE Offers 1950-62 Chevrolet 235 Inline Six Pistons
(part number L2037)





The L2037 pistons from Egge have a 7.0:1 compression ratio at 2.0625" compression height with a 3.5625" standard bore and uses two 3/32" compression rings and one 3/16" oil ring. The piston has a flat head design with a full skirt featuring a steel supported pin boss and a .865" wrist pin.

NOW AVAILABLE UP TO .080" OVER!!!

Egge Machine Company is the last remaining cast piston manufacturer in the United States supporting vintage domestic applications. You can receive genuine American made pistons cast with permanent steel molds from their facility in Santa Fe Springs, California. Don't rely on the foreign reproductions in your American engine.

All Egge pistons are cast with A-332 high silicon aluminum alloy. Each piston includes a chromium steel wrist pin and are available in

standard through .080" oversize. Piston sets are weighed and matched to within 3 grams of each other. Other internal engine components are available.

Order your engine rebuild parts by calling your Egge engine parts specialists at 866-581-3443 or place an order online at www.Egge.com.

Chevrolet 235 Engine Kits typically include: Pistons, Rings, Valves, Valve Springs, Guides, Lifters, Pushrods, Rocker Parts, Bearings, Cam and Crank Gears, Camshaft, Oil Pump, 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)

WITHOUT POWERGLIDE KIT

- 1950-52 Chevrolet 235
- 1953 Chevrolet 235 w/o Powerglide
- 1954 Chevrolet 235 w/o Powerglide
- 1955 Chevrolet 235 w/o Powerglide
- 1956-62 Chevrolet 235 w/o Powerglide

WITH POWERGLIDE KIT

- 1953 Chevrolet 235 w/Powerglide
- 1954 Chevrolet 235 w/Powerglide
- 1955 Chevrolet 235 w/Powerglide
- 1956-62 Chevrolet 235 w/Powerglide

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PROLONG OFFERS FAST FUEL OCTANE POWER BOOST

POMONA, Calif. - Prolong(r) Super Lubricants' Fast Fuel(tm) Octane Power Boost is designed to recover lost horsepower and stop engine knocking, pinging and hesitation.





Ideal for scenarios that require an extra surge of power, such as pulling a trailer or boat over steep grades, Fast Fuel Octane Power Boost delivers a street-legal jolt of octane that improves gas mileage without damaging oxygen sensors or catalytic converters.

"At Prolong, we are focused on technical innovation and product development that meets the needs of today's consumers," said Jeff Victor, Domestic/International Sales Manager, Prolong. "Our Octane Power Boost effectively delivers an extra boost of power in an easy-to-use formula."

Users can pour Octane Power Boost into a vehicle's fuel tank at the time of fill up; it should be used with at least 16 gallons of gasoline.

Prolong Super Lubricants, a brand of GoldenWest Lubricants, Inc., produces a wide range of chemicals and car care products, including engine, fuel and transmission additives; chassis and wheel lubricants; rust, vinyl and leather protectants; and waxes. Its Anti-Friction Metal Treatment(tm) (AFMT) advanced technology treats and modifies the surface of metal to reduce metal wear, heat and friction. For more information, visit www.prolong.com, or contact Prolong at 1937 Mount Vernon Ave., Pomona, Calif., 91768; phone: 800.540.LUBE (5823); fax: 800.966.LUBE (5823).

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EGGE Offers 1956-57 Ford 312 Y-Block Pistons

(part number L2018)



Why not fix up that Y-Block?

The L2018 pistons from Egge have a 8.4:1 to 9.5:1 compression ratio (depending on transmission/intake configuration) at 1.7813" compression height with a 3.80" standard bore, uses one 5/64", one 3/32" compression ring and one 3/16" oil ring. The piston has a flat head design with a full/slipper skirt, which features a steel reinforced pin boss and a .912" diameter wrist pin.

NOW AVAILABLE UP TO .080" OVER!!!

Egge Machine Company is the last remaining cast piston manufacturer in the United States supporting vintage domestic applications. You can receive genuine American made pistons cast with permanent steel molds from their facility in Santa Fe Springs, California. Don't rely on the foreign reproductions in your American engine.

All Egge pistons are cast with A-332 high silicon aluminum alloy. Each piston includes a chromium steel wrist pin and are available in standard through .080" oversize. Piston sets are weighed and matched to within 3 grams of each other. Other internal engine components are available. Order your engine rebuild parts by calling your Egge engine parts specialists at 800-866-3443 or place an order online at www.Egge.com.

In 1954 Ford introduced their new OHV V-8. The Y-Block has the same displacement and compression ratio as the famous Ford flathead, but the overhead valve design and a new Holley Model AA-1 Carburetor combined to raise horsepower to 130 in the stock application. In an attempt to differentiate its

V-8 from their competitors, Ford characterized its deep-block construction as the letter "Y" and referred to the engine as a Y-Block. In 1956 the Y-block 312 cid was introduced with a variety of performance options to increase compression ratio and horsepower from 202 to 260 with the Dual Quad Holley set-up.

Order your engine rebuild parts by calling your Egge engine parts specialists at 866-581-3443 or place an order online at www.Egge.com.

Ford 312 Y-Block Engine Kits typically include: Pistons, Rings, Pin Bushings, Valves, Valve Springs, Lifters, Pushrods, Rocker Arms, Bearings, Cam and Crank Sprockets, Timing Chain, Camshaft, Oil Pump, 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)

1956 Ford 312 Y-Block Kit: F312M56

1957 Ford 312 Y-Block Kit: F312M57

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EchoMaster Expands Factory-Fit Rear Camera Line

Rancho Santa Margarita, CA - September 23, 2010 - EchoMaster LLC (www.echomaster.com), adds coverage for ninety-five American and Asian vehicles to its Factory-Fit rear camera line,



including nine of the top-twenty selling vehicles.

Developed as an alternative to universal rear cameras, Factory-Fit Cameras provide verified fitment and OE style for the majority of late model North American vehicles.

Factory-Fit cameras match factory rear camera

appearance and performance and install at the factory mounting location where applicable. Factory-Fit cameras offer flexible mounting options that allow professional installers to obtain a factory appearance at a affordable price.

All models are color 1/3 CCD, 170-degree viewing angle in a IP68 rated dust tight and waterproof housing and may be connected to factory and aftermarket monitor sources with composite RCA input. Cameras may be surface, recessed or flush mounted and optionally painted to achieve custom or factory style installation appearance.

For more information and coverage applications, contact EchoMaster at 888-324-6678 or visit www.echomaster.com

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EGGE Offers 1964-67 Dodge 273 (4 barrel) Pistons

(part number L2222)





From the Street to Indy - The Dodge 273

The L2222 pistons from Egge have a 9:1 compression ratio at 1.9210" compression height with a 3.625" standard bore and uses two 5/64" compression rings and one 3/16" oil ring. The piston has a slight dome head design with two valve pockets, a full-round slipper skirt and a .9840" wrist pin with lock rings. The L2222 piston is specified for the Dodge 273 with a 4 barrel carburetor set-up. Also available from Egge is the L2221 piston for the 2 barrel carburetor application.

Egge Machine Company is the last remaining cast piston manufacturer in the United States supporting vintage domestic applications. You can receive genuine American made pistons cast with permanent steel molds from their facility in Santa Fe Springs, California. Don't rely on the foreign reproductions in your American engine.

All Egge pistons are cast with A-332 high silicon aluminum alloy. Each piston includes a chromium steel wrist pin and are available in standard through .060" oversize. Piston sets are weighed and matched to within 3 grams of each other. Other internal engine components are available.

The Dodge 273 has a short but fascinating history including the basis for Andy Granatelli's small block Mopar fuel injected Indy Car engines of the late 1960's. Egge Machine and Speed Shop has the complete rebuild kit from camshaft to gasket sets for these mighty little engines.

Order your engine rebuild parts by calling your Egge engine parts specialists at 866-581-3443 or place an order online at www.Egge.com.

Dodge 273 Engine Kits typically include: Pistons, Rings, Pin Bushings, Valves, Valve Springs, Guides, Lifters, Pushrods, Rocker Assemblies, Bearings, Cam and Crank Sprockets, Timing Chain, Camshaft, Oil Pump, and Gasket Set. Call for details and choices the kit.

Egge Engine Rebuild Kit Part Numbers: (Links go to the kit on the Egge website)
1964-67 Dodge 273: DO273M64-67

When ordering on the site, please select the L2221 for 2 barrel carburetor application or L2222 for the 4 barrel carburetor application.

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

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BedSlide Hires Key Account Manager, Krissy MacLauchlan





Medford, OR (September 22, 2010) Tākit's brand BedSlide, the perfect solution to easy, safe and convenient cargo retrieval, is pleased to announce the hiring of Krissy MacLauchlan, Key Account Manager.

"Krissy brings a range of experiences that will add even more customized services to our outside accounts," David McInturf, Vice President of Tākit commented. "She will work directly with our larger accounts to spearhead initiatives and projects, as well as strategically focusing on new product lines."

MacLauchlan brings a wide range of services to the company, including a decade in the insurance business.

"I know what it's like to own your own company," MacLauchlan explained. "There are often many hats to wear when servicing clients. I am very much looking forward to being on the team here. It's team effort with a goal of exceptional customer care that makes a company stand out, or not. At Tākit, our loyal customers are our

focus."

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 or call 1-888-807-0099. SEMA booth 32139

###

1960 Maserati Tipo 61 Birdcage Captures Mothers® Brilliance Award at Rolex Monterey Motorsports Reunion

At the premier historic motorsports event of the year, Mothers® Polishes-Waxes-Cleaners has presented its first annual Brilliance Award to a historic vehicle raced at the Rolex Monterey Motorsports Reunion, honoring exceptional history and unquestionable provenance.

The winner of this unique award at this inaugural motorsports event is the 1960 Maserati Tipo 61 "Birdcage," chassis #2458, owned and driven by Jonathan Feiber.

The Tipo 61 models, built by Maserati between 1959 and 1961 for racing in the 24 Hours of Le Mans, became famous for their intricate tubular space frame chassis, containing hundreds of steel tubes welded together, hence the nickname "Birdcage." This construction provided a more rigid and lighter chassis than other sports cars of its day. This front-engined race car also featured a 2900cc, 4-cylinder engine, producing 250 hp, weighed 1,323 lbs., and was capable of speeds up to 177 mph.



This particular Tipo 61 has a storied history. It was originally purchased by Lloyd "Lucky" Casner in early 1960 for Team Camoradi, and was first driven in February of that year by Stirling Moss to a win at the Cuban Grand Prix. The car was next driven by Moss and Dan Gurney in the 12 Hours of Sebring, where they were leading when the transmission failed. In December of 1960, Carroll Shelby piloted this Maserati to a fifth place finish in the Grand Prix for Sports Cars at Riverside International Raceway. This earned Shelby the USAC driving championship in what would be the last race of his career.



"Jonathan Feiber's Birdcage Maserati has great provenance, race history, and a period-correct restoration," says Jim Holloway of Mothers®, who presented the trophy.



Judging was executed by renowned automotive historians and journalists Bill Warner, Ken Gross and John Lamm. They scored vehicles based on the quality and accuracy of restoration, while considering exceptional racing history and unquestionable provenance. To qualify, the vehicle must also have been raced during the Rolex Monterey Motorsports Reunion.

"The Brilliance Award marks the beginning of the fresh traditions and the new dawn of historic racing at the Rolex Monterey Motorsports Reunion," said Gill Campbell, CEO/General Manager for Mazda Raceway Laguna Seca. "Jonathon Feiber's exquisite Maserati Tipo 61 is the epitome of unquestionable provenance and history."

The Brilliance Award is designed by renowned automotive sculptor Steve Possen and forged in solid bronze. It is inspired by Possen's first sculpture of an open-wheeled racecar at the top of the Corkscrew at Laguna Seca. Additional inspiration is from a racecar once driven by Dan Gurney and set to run at the inaugural motorsports event.

Mothers® is known worldwide for its premium-grade polishes, waxes and cleaners and offers a broad array of finish care products under its California Gold®, FX, Reflections®, PowerBall®, Marine and Professional lines. Go to <http://www.mothers.com> for information on all of these products, along with a host of car care tips in the online Mothers® Detail Guide at <http://www.detailguide.com> and the Wax Forum at <http://www.waxforum.com>.

###

NEW WAYS TO INCITE OPTIMUM POWER FROM 2-VALVE; 3-VALVE; & 4-VALVE MODULAR ENGINES





Olive Branch, MS: For years, coaxing additional power from Ford's overhead cam engines had been notoriously difficult. The attributes of the camshafts in the Modular engines are peculiarly different to those of the conventional pushrod engine. And even today there are only a handful of cam-design houses with the genius to create camshafts that produce superior power to those of the original equipment manufacturer. Lunati is one such firm.

Just recently completed, Lunati has announced three new series of Voodoo camshafts for 4.6 liter Ford Modular 2-valve; 3-valve; and 4-valve engines.

For the popular 3-valve version, they are introducing 14 new grinds. At the lower end of this series, the new cams provide significant power increases from idle to 6,500 rpm while using stock valve springs. At the higher end they operate from 2,000 to 6,900 rpm in conjunction with upgraded springs and retainers. The valve springs for all three series are made of premium chrome silicon alloy and stress-relieved by shot peening and polishing. The retainers are available in either chrome molybdenum or titanium.

For the 4.6 liter 2-valve engine Lunati now has 9 high-performance cams available and a further 8 for the 4-valve version, making a total of 31 camshafts. The 2-valve cams also work well in the 5.4 liter engine. In addition, Lunati also offers their express custom-grind service for these Modular engines.

Particularly useful for 10:1 pump-gas street-strip cars and Saturday night bracket racers, these new gun-drilled lightweight cams have a wide range of profiles-dozens of durations from 220 to 240-that suit all naturally aspirated, blown, turbocharged, and nitrous-assisted engines.

Lunati also offers two new stroker cranks for the 4.6L engines. Forged in C38 micro alloy, one provides a stroke length of 3.750in., the other 3.800in. Both use Lunati 6.000in Pro Series connecting rods, feature 2in rod journals, 2.657in main journals, and accept the 8-bolt Cobra-style flywheel.

For further information on these new cams and associated upgrades, including part numbers, selection guide, optimum gearing, stall speeds, best torque and power ranges, facts on the modified Phaser to limit valve timing on the 3-valve, etc., contact Lunati's experienced tech support service. This personalized service is accessible by telephone from 7am till 6pm CST.

Lunati
11126 Willow Ridge Drive,
Olive Branch, MS 38654
Telephone (662) 892-1500 or e-mail Shane Pochon at SPochon@LunatiPower.com or visit
www.LunatiPower.com

###

SPAL USA SMALL DIAMETER FANS AVAILABLE FOR HYBRID APPLICATIONS





ANKENY, Iowa - As a leading manufacturer of OEM and aftermarket electric cooling fans since 1959, SPAL USA offers a full line of small diameter fans that deliver increased airflow in hybrid and electric applications.

SPAL's small diameter fans range in size from 4" to 7.5" and have a compact, low profile design for efficient output and reduced power consumer. Featuring SPAL's sealed brushed (IP68) and brushless (IP6K9K and IP68) motors, the fans ensure optimal performance and durability in demanding environments.

In addition to the current fan selection, the manufacturer offers custom shroud designs to meet the needs of its customers.

"Our custom shroud capabilities make SPAL the perfect choice for hybrid/electric cooling," said Tom Phillips, chief operating officer, SPAL USA. "Because we control all areas of manufacturing at SPAL USA - from R&D/lab test capabilities and rapid prototyping to in-house mold design - we can ensure our customers receive high-quality, efficient products."

Warranted against defects in material and workmanship for three years from date of production, each fan is individually balanced for long life. SPAL fans and accessories can be purchased direct from SPAL USA at www.spalusa.com or through an authorized SPAL USA dealer.

Founded in 1959, SPAL is headquartered in Correggio, Italy. The company also maintains global facilities in Ankeny, Iowa, (SPAL USA); Delhi, India (Pee Aar Exim Pvt. LTD); Saint Petersburg, Russia (SPAL Russia Limited Company); São Paulo, Brazil (SPAL Brazil); Shanghai, China (SPAL China); and United Kingdom (SPAL Automotive UK Limited). SPAL is a leading manufacturer of ISO 9001- and TS16949-certified OEM and aftermarket automotive products, including electric cooling fans, centrifugal blowers, power window kits, power door lock kits, security systems, shaved door kits, keyless entry systems, parking sensors and back-up sensing solutions.

Continuous research and development efforts have earned SPAL an excellent reputation for high-quality products and state-of-the-art engineering and manufacturing processes. Upon request, SPAL can custom design many of its products to meet specific customer requirements.

SPAL USA is located at 1731 SE Oralabor Rd., Ankeny, IA, 50021. Contact SPAL USA at 800.345.0327, fax 800.654.7725 or visit www.spalusa.com.

###

LINGENFELTER PERFORMANCE ENGINEERING ANNOUNCES NEW CORVETTE EDELBROCK E-FORCE SUPERCHARGED ENGINE PACKAGE

Unique System Allows for Use with Stock C6 Hood

DECATUR, Ind. - Lingenfelter Performance Engineering (LPE) once again delivers the ultimate performance experience to Corvette enthusiasts with its latest offering - the Lingenfelter LS3 C6 Corvette Edelbrock E-Force Supercharged Engine Package. This newest package delivers a road-shattering 670 brake horsepower with 565 lbs. ft. of torque.





"Following Lingenfelter's comprehensive engine and chassis dynamometer testing, we felt confident this new engine package offered a substantial power improvement for those C6 drivers looking for that added performance edge," said Ken Lingenfelter, owner, Lingenfelter Performance Engineering. "Our unique E-Force Supercharger package provides significant gains in horsepower and torque, while also allowing for the retention of the vehicle's stock exterior look." Lingenfelter's LS3 C6 Corvette Edelbrock E-Force Supercharged Engine Package can be purchased direct from Lingenfelter Performance Engineering and features:

- * Edelbrock E-Force TVS2300 intercooled supercharger system
- * Lingenfelter CNC ported cylinder heads
- * Lingenfelter GT9 camshaft by Competition Cams
- * Lingenfelter 160 thermostat

The system also includes a Kenne Bell Boost-a-Pump fuel pump voltage booster, properly sized fuel injectors and Competition Cams dual valve springs, titanium retainers and 10-degree locks.

Based on an OEM Eaton supercharger unit and allowing for installation with the stock C6 Corvette hood, the Lingenfelter LS3 C6 Corvette Edelbrock E-Force Supercharger is finished with black powder coat and CNC engraved Lingenfelter logo.

Professional installation by Lingenfelter requires two weeks with pre-scheduled appointments and includes PCM calibration and dynamometer testing both before and after the install.

Lingenfelter's LS3 C6 Corvette Edelbrock E-Force Supercharger Package has a base price of \$13,845, and comes with the company's 3 year/36,000 mile warranty on the engine assembly, as well as the company's signature certificate of authenticity.

To learn more about the Lingenfelter LS3 C6 Corvette Edelbrock E-Force Supercharger Package and view a video showcasing its capabilities, visit <http://www.lingenfelter.com/LPEforumfiles/showthread.php?p=1365#post1365>.

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 www.lingenfelter.com, or contact Lingenfelter Performance Engineering, 1557 Winchester Road, Decatur, IN 46733, or call 260.724.2552.

###

Owens Products Adds Step Pad Choice to Premier Series Running Board Line





Sturgis, MI (September 20, 2010) Just in time for SEMA, Owens Products, Inc., known for their sleek running boards with applications for pickups, vans, SUVs, and CUVs, announces their newest Premier Series running board design.

The Owens Premier Series boards are well known for their style, as well as their practicality. The latest addition, a super-gripped, strategically placed step pad, adds diversity to this "up close and personal" line of boards.

"We've tested the new step pads on our own company vehicles for over a year," explained Gary Kirtley, CEO and Owens Products owner. They performed better than tread in gripping, especially in inclement weather, and Michigan gets plenty of that."

Owens Premier Series boards are all constructed of impact resistant ABS molded plastic. The new, high impact step pad material-injection-molded polypropylene-is extremely rugged and resistant to moisture and oils. All boards come with a custom fit body mount bracket system for quick and easy installation and are ready to install upon delivery, or can be painted for a customized look.

With over 70 applications available in this line of running boards, Owens Products makes customizing your pickup easier than ever. For those who prefer the step tread application, Owens will make tread available as an accessory item.

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 800-726-9367. SEMA Booth # 31037

###

84-93 Mustang Shifter Cable



Performance Automatic's 84-93 Mustang AOD Shift Cable

GAITHERSBURG, Maryland (September 16, 2010) Performance Automatic, Inc through their expertise in Ford Performance Transmissions, has found that an old worn out shifter cable can create shifter adjustment problems and possible transmission damage. Performance Automatic has a brand new OEM spec AOD shifter cable that fits the 84-93 Mustang equipped with an AOD transmission. Get your factory shifter adjusted to perfection and make that shifter feel like new again. This is a direct replacement made to OEM specs, which assures you an easy and exact fit.

PA53501, AOD Shifter Cable, get yours today!

Performance Automatic is the leader in Ford performance transmission technology. Our expertise and innovative products have been recognized nationally. To find out more, please visit www.PerformanceAutomatic.com

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