

Mopar Introduces 2011 Challenger Drag Pak

Mopar® Challenger V-10 Drag Pak built for sanctioned NHRA Stock and Super Stock configurations

Priced at \$85,512, Mopar to build 70 serialized units

Production starts 1Q 2011, applications available now at local Dodge dealerships or at www.mopar.com

Past Mopar Challenger Drag Pak model-year programs sold out (2009 and 2010)

The new race-only V-10 powered rear-wheel drive 2011 Mopar Challenger Drag Pak features an 8.4-liter 512 cubic-inch engine with a 2-speed automatic transmission.

Mopar will

showcase its new drag car in the SEMA show, and the Performance Racing Industry (PRI) show in Orlando from Dec. 9-11.



"With the introduction of our new 2011 Mopar Challenger Drag Pak, Mopar will be the only place to get a factory-built V-10-powered race-ready drag car," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group's service, parts and customer-care brand. "Mopar's new Challenger Drag Pak is a race rocket that will appeal to racers, collectors, dealers, and Dodge Viper owners."

Based on the 2011 Dodge Challenger and finished in a Stock Eliminator and Super Stock configuration, the 2011 Mopar Challenger V-10 Drag Pak is the first and only 500-plus cubic-inch V-10 drag-race package car. The car features competition wheels and tires, a Mopar solid rear axle with performance gear ratio, a 2-speed drag race transmission with integrated roll control, a complete competition fuel system with fuel cell, and a complete interior with gauge package.

The Mopar Challenger V-10 Drag Pak features a Bright White paint scheme with color options. The Manufacturer's Suggested Retail Price (MSRP) is \$85,512 and production begins early next year.

Mopar offers three options with this vehicle. First, the Competition Package includes an eight-point roll cage, six-point safety harness and a mesh window net (MSRP: \$7,950, part number P5155820). Second, a Mopar logo body wrap (MSRP: \$950, part number P5155892) and a range of body colors (MSRP: \$6,800, part number P5155893). With the Competition Package, the car is ready to go down the drag strip.

Orders must be submitted using the Mopar Challenger V-10 Drag Pak Application, which is available now at www.Mopar.com, the Mopar Direct Connection Tech Line at 888-528-HEMI (4364), or a local Dodge dealer. Customers should work with their local Dodge dealer to submit their application.

2011 Mopar Challenger V-10 Drag Pak Highlights

Identification plate with unique serial number sequence
Primed and painted body, color options available
512 cid V-10 engine
Unique engine calibration
2-speed automatic transmission with shift assembly and built-in roll control
Special body-in-white modified for drag racing
No windshield wiper assembly
No HVAC system (includes block off plates)
No rear seats
No power-steering system
No underbody heat shields
Complete fuel cell assembly
Race headers with collectors
Modified tunnel for transmission clearance and one-piece drive shaft
Raised floor above differential for solid-axle conversion clearance
Polycarbonate door windows
Smart-glass door window system
Solid engine mounts
Mopar solid rear axle
Lightweight seats to accommodate 6-point harness
Special modified K-member with drop-out crossmember
Lightweight drag-race only front brake assembly
Manual rack-and-pinion steering
Front chin spoiler
Lightweight cooling module with electric fan
Lightweight instrument panel assembly
Special cable-operated decklid release
Special cable-operated throttle pedal and linkage
Race-style wheels and tires

SOURCE Chrysler Group LLC

NASCAR Moving To Ethanol For 2011

NASCAR announced Saturday October 16th, it will race with E15 fuel in its three national touring series in 2011. Sunoco Green E15 is a 15-percent ethanol blend using American-made ethanol from corn grown by American farmers.

"NASCAR is committed to being an environmental leader, and the sport has taken significant steps over the years toward conservation by introducing measurable, best-in-class initiatives in recycling, alternative energy, and carbon mitigation," said Brian France, chairman and CEO of NASCAR.

"The transition to Sunoco Green E15 takes our long-term sustainability strategy to the next level. Sunoco Green E15 is good for racing, good for the environment and good for America. While fueling the same close, door-to-door racing that thrills our fans, American ethanol creates jobs in the United States, helps foster energy independence, and continues the greening of our sport."

"Since 2004, Sunoco has produced and delivered to NASCAR the world's best racing fuel flawlessly in a challenging, high-stakes environment," said Bob Owens, senior vice president of Sunoco. "We're proud to be part of NASCAR's dedication to conservation with Sunoco Green E15 -- the ultimate high-test ethanol fuel blend. In our six years as official fuel partner, Sunoco has changed with the times by helping NASCAR transition to unleaded fuel, and now we are eager to produce for the sport a high-performance ethanol blend."

Sunoco Green E15 will be blended at Sunoco's fuel facility in Marcus Hook, Pa., which provides high-performance race fuel to NASCAR teams at no cost to them. The American-grown and American-made corn ethanol will come in part from Sunoco's new ethanol plant in Fulton, N.Y. The new fuel will be pumped directly from tankers at the track, rather than from on-site underground storage tanks.

NASCAR team engine builders have been testing the Sunoco Green E15 for several months, and reports have been very positive. In fact, many have reported achieving more horsepower with Sunoco Green E15.

"With Sunoco Green E15, we are leading by example, showing that this renewable fuel -- which reduces greenhouse gas emissions -- works in the most demanding racing environment in the world," said Dr. Mike Lynch, managing director for Green Innovation for NASCAR. "NASCAR and Sunoco look forward to highlighting the efforts of the whole racing community to transition to Sunoco Green E15 in time for the Daytona 500 -- from its manufacture all the way to the race track."

Source: NASCAR

Domestic Brands Recover While Japanese Brands Remain Flat

Automakers typically raise incentives to help boost new car sales but in 2010, that trend was reversed. On October 7, TrueCar.com released its findings comparing sales and incentive spending through September versus the same time period in 2009 and found that most major domestic brands decreased incentives yet saw sales rise, while Japanese brands increased their incentive spending only to see sales remain flat.

Domestic brands such as Buick and Cadillac, saw the largest sales spike, with an increase of 57.5% and 43.8%, respectively, while reducing their incentive spending from last year by nearly 14%. Toyota and Honda, meanwhile, saw sales remain virtually flat compared to last year even as they increased incentive spending by more than 30% in 2010. Hyundai, among the major Asian brands, continued to see sales growth while decreasing incentives by more than 37%.

"It's as if the world has turned upside down," said Jesse Toprak, VP of Industry Trends and Insight at TrueCar.com. "The comparisons to last year favor the domestics due to the Cash for Clunkers program and the success it brought the Asian brands but the numbers also illustrate how far the domestic automakers have recovered."

Below is a chart comparing domestic and Asian brand sales and incentive spending through September vs. the same nine months last year:

**Sales Comparison Year-To-Date (in order by sales increase)
January 2009 - September 2009 vs. January 2010 - September 2010**

Brand	Jan 2009 to Sep 2009 Sales	Jan 2010 to Sep 2010 Sales	Sales Change YTD 2009 vs 2010
Buick	73,389	114,000	57.5%
Cadillac	73,024	105,103	43.8%
GMC	176,423	230,502	30.7%
Acura	76,628	96,388	25.8%
Infiniti	59,866	74,797	24.9%
Ford	1,058,891	1,302,272	23.0%
Hyundai	342,217	410,047	19.8%
Chevrolet	987,912	1,174,179	18.9%
Chrysler	133,534	158,103	18.4%
Nissan	520,410	598,904	15.1%
Jeep	182,052	207,546	14.0%
Dodge	399,930	454,571	13.7%
Kia	238,570	268,025	12.3%
Lexus	149,408	163,184	9.2%
Lincoln	59,236	63,286	6.8%
Toyota	1,099,768	1,115,644	1.4%
Honda	807,508	816,048	1.1%
Scion	47,248	33,324	-29.7%
Industry	7,802,883	8,613,751	10.4%
List does not include brands that have or will close by January 2011			

For a more comprehensive list comparing brands sales and incentive spending through September vs. the same nine months last year, please visit the TrueCar Blog.

SOURCE TrueCar.com

2011 Dodge Charger Preview

With its iconic character, contemporary fastback four-door coupe proportions and state-of-the-art connectivity features, the all-new 2011 Charger is the Dodge brand's flagship.



The aerodynamic exterior of the 2011 Dodge Charger is inspired by the second-generation Charger from the late 1960s, featuring a design that should strike an emotional chord with Dodge performance enthusiasts of all generations.

Its sculpted body takes a nod from its muscle-car roots, while still being modern--the result of countless

hours in the wind tunnel--from its lower hood line, faster windshield and radically raked back headlights to its tighter wheel openings, lower sill and race-car-like flat underbody. The aluminum hood features dual "scallops" that bring a sculptured, performance look to the front end, while large body-side scallops deliver a striking, undulating A-line across the doors. Running front to rear is the horizontal "coke bottle" or "double-diamond" body-side styling that creates a tapering silhouette accented with muscular front and rear fenders and gives the Dodge Charger one of the most distinct profiles on the road. Defining the fastback's wide stance is an all-new signature taillamp design that incorporates 164 illuminating LEDs to form its signature "racetrack" graphic and gives the Charger an unmistakable character from blocks away.

The 2011 Dodge Charger's interior cockpit is meant to be an enthusiast office. The Charger features a new thick-rimmed three-spoke Dodge steering wheel for enhanced performance feel and grip. The 2011 Dodge Charger's Uconnect® Touch integrates infotainment and convenience technologies to keep passengers connected. From segment-leading Garmin® navigation, to dual-zone climate controls and the ability to check fuel prices with the integration of available SIRIUS Travel Link, Uconnect Touch delivers an excellent experience for Charger's driver and passengers.



Maximizing its unibody's structural stiffness, Dodge Charger engineers were able to tune the cabin for sound quality (rather than sound level) by isolating powertrain, road and wind noise. In addition, Charger's unibody packages material and structural design improvements, including dual-pane acoustic windshield and front-door side glass, body-cavity silencing foam, under-flush roll-framed doors with triple seals and acoustic wheel-well liners to absorb road noise and quiet the cabin. Combined, these design improvements place the Dodge Charger's interior sound quality among the best in the E-segment.

As the Dodge brand's flagship, the chassis of the 2011 Charger is designed, engineered and fine-tuned to deliver a level of quality, capability and refinement that rivals the very best European, Asian and North American E-segment sedans. With its second-generation rear-wheel drive (RWD) architecture, Dodge Charger features suspension-tunings with re-designed geometry making for a nimble, balanced chassis that will build the Charger's reputation as one of the best driving sedans in the world.

The 2011 Dodge Charger SE and Charger Rallye feature the new 3.6-liter Pentastar engine for power, refinement, technology and fuel efficiency. The Charger R/T lineup features the 5.7-liter HEMI™ V-8 engine with four-cylinder mode FuelSaver Technology.

The Charger R/T with all-wheel-drive (AWD) features a re-thought stance and 19-inch wheels to make it much more appealing. The AWD preserves the Charger's character and deepens its performance envelope in the most treacherous conditions. The Charger AWD features an active transfer case and front-axle disconnect system to improve fuel economy by up to 5 percent. No other major automotive manufacturer offers the combination of these two independent technologies. Dodge Charger's innovative AWD system seamlessly transitions between RWD and AWD with no driver intervention. When all-wheel drive is not required, the system automatically disconnects the front axle to maximize fuel economy while still providing the outstanding performance and handling inherent in rear-wheel drive vehicles.

The 2011 Dodge Charger features more than 65 safety and security features, including standard Keyless Enter-N-Go and Electronic Stability Control (ESC) with Ready-alert Braking and Rainy Day Brake Support safety features to improve overall vehicle handling and performance both on and off the track. Safety and security features available for the first time on the Dodge Charger include adaptive-cruise control (ACC) with forward-collision warning (FCW), blind-spot monitoring (BSM) with rear cross path (RCP) detection and ParkView™ rear back-up camera with grid lines, all designed to provide the driver with added confidence while behind the wheel.

Built at the Brampton Assembly Plant in Brampton, Ont. (Canada), the 2011 Dodge Charger arrives in showrooms in the fourth quarter of 2010.

SOURCE Chrysler Group LLC

2011 North American Car & Truck of the Year Candidates

General Motors and Nissan dominate the list of 14 cars being considered for the 2011 North American Car of the Year. The list includes two electric vehicles, the Chevrolet Volt and the Nissan Leaf.

The awards are unique in the United States because -- instead of being given by a single media outlet -- they are awarded by automotive



journalists from the United States and Canada who represent magazines, television, radio, newspapers and web sites.

Twenty-seven new cars were eligible for the 2011 North American Car of the Year award. Earlier this week jurors voted on those they thought deserved additional consideration or what is known as the "short list" That narrowed the field to 14 semi-finalist cars, which will be on the ballot in December.

General Motors and Nissan each have three models on the short list. There are four European models, four domestic and four from Japan. Two are from Korea.

The jurors did not vote on the trucks because there were only 14 and it did not seem necessary to narrow the field from that original list.

The three car and three truck finalists will be announced on December 16th at an Automotive Press Association luncheon in Detroit. The final two winners, a North American Car of the Year and a North American Truck of the Year, will be announced in January at the North American International Auto Show in Detroit.

This is the 18th year of the awards, which are funded exclusively by the jurors. During that time:

* Domestic automakers have won North American Car of the Year nine times. European automakers have won four times, Japanese automakers have won three times. A Korean automaker has won once.

* Domestic automakers have won North American Truck of the Year 11 times. Japanese automakers have won four times. European automakers have won twice.

Last year the North American Car of the Year was the Ford Fusion Hybrid and the North American Truck of the Year was the Ford Transit Connect.

More information is available at www.northamericancaroftheyear.org

2011 North American Car of the Year Short List

Audi A8
Buick Regal
Chevrolet Cruze
Chevrolet Volt
Ford Fiesta
Hyundai Sonata/2.0T/Hybrid
Infiniti M37/56
Jaguar XJ
Kia Optima
Mazda Mazda2
Nissan Juke
Nissan Leaf
Volkswagen Jetta
Volvo S60

North American Truck of the Year Short List

Dodge Durango
Ford Edge
Ford Explorer
Honda Odyssey
Hyundai Tucson
Infiniti QX56
Jeep Grand Cherokee
Kia Sorento
Kia Sportage
Lincoln MKX
Mercedes-Benz R-Class

Porsche Cayenne
Toyota Sienna
Volkswagen Touareg

SOURCE North American Car of the Year Organizing Committee

It will be a while before the official announcements of the winners for 2011, but you can vote for the unofficial winners right now. Just click on or past the link below into your browser.

<http://www.zoomerang.com/Survey/WEB22B923SUMBT>

We will announce the results of your votes in a few weeks. Then in January we will compare your votes to the official announcement.



Electric Cars Enter Rental Car Market

Enterprise Rent-A-Car has announced that the company will introduce 100 Coda EVs to their car rental locations in 2011.

The CODA Sedan™ will be the first mainstream all-electric sedan from an all-electric car company when it becomes available in the coming months. The car is designed to meet the day-to-day needs of more than 80% of Americans with space for five passengers and a full-size trunk. CODA's 33.8 kWh battery system with active thermal management will be the largest, most advanced system in its class, enabling an all-season 90 to 120 miles of range per charge. Fast and convenient charging will be achieved with help from a 6.6 kW on-board charger that is twice as fast as the standard charger used by our closest competition. A full charge requires about six hours to complete, and enough energy for a short, 40-mile commute will take under two hours.



In addition to the partnership announced, the two companies previously reached an agreement to provide

services for CODA electric vehicle owners. As part of that agreement, Enterprise will provide courtesy transportation vehicles to CODA customers during service and maintenance periods. In addition to providing courtesy transportation support, CODA and Enterprise are discussing other innovative partnership opportunities to help accelerate the adoption of all-electric cars.

Add to that, Europcar, the European leader in rental cars, has announced that the first new-generation electric vehicles to hit the European rental-car market, the Peugeot iON and Citroen C-Zero, will be introduced in 2011. The new vehicles will allow Europcar customers to drive up to 150km with a fully charged battery. The vehicles will be silent and will not emit any CO2 or other pollutants, further enhancing their ecological benefit.

After the introduction of the two new models, Europcar will gradually install the infrastructure needed to recharge the batteries at its 2,500 rental car locations around Europe. This agreement enhances Europcar's offering in terms of zero-emissions fleet and further illustrates the company's commitment to promoting green mobility through green car rental.

The agreement to launch the Peugeot iON and Citroen C-Zero into the rental car market was signed at the Paris Motor Show in the presence of PSA Peugeot Citroen's Jean-Marc Gales, Executive Vice-President of Sales, Marketing and After Sales and Christian Peugeot, Central Marketing Director.

Philippe Guillemot, Chief Executive Officer of Europcar Group said: "We are proud of this new partnership with PSA Peugeot Citroen because it is in keeping with Europcar's core commitments to sustainable development and technological innovation. With this agreement, we want to further demonstrate our ability to innovate and contribute to the emergence of new mobility solutions."

Europcar has been a pioneer in sustainable development since opening its first environmental station for electric cars in Paris in 1999 and it further strengthens its environmental strategy through this partnership.

About Europcar

Europcar (<http://www.europcar.com/EBE/module/render/HOME>) is the European leader in passenger car and light utility vehicle rentals. The company serves business and leisure customers throughout Europe, Africa, the Middle East, Latin America and Asia-Pacific. Excluding franchise operations, in 2009 Europcar signed 9.5 million rental contracts, with 7,000 employees and a fleet exceeding 190,000 vehicles. In September 2008, Europcar and U.S. market leader Enterprise Holdings joined forces in a strategic commercial alliance to form the world's largest car rental network, with more than 1.2 million vehicles and 13,000 locations around the world. Europcar is owned by the French investment company Eurazeo. Europcar is the European market leader and is also leading in its environmental approach to car rental. It opened its first "environmental agency" in Paris in 1999, and in 2008 it was the first company in Europe to have its "Environmental Charter" - which formalizes its commitments in favor of sustainable development - certified by Bureau Veritas.

Industry Press Releases October 18

RANCHO® DEFINES ENGINEERING LEADERSHIP WITH 2011 FORD SUPER DUTY SUSPENSION SYSTEM & LEVELING KIT

LONG BEACH, Calif., October 6, 2010 - Rancho® - an engineering leader in the off-road suspension marketplace - has released a suspension system and a leveling kit for 2011 Ford Super Duty F-250/F-350 trucks, including 1- and ¾-ton diesel and gas models. The new Rancho 4-in. suspension system (RS6524B) and 2.5-in. leveling kit (RS6525B) are available now at leading performance retailers nationwide.



Rancho earned a Specialty Equipment Market Association (SEMA) Show "Best New Off-Road/4WD Technology" award for an earlier Ford Super Duty suspension design. Rancho products are manufactured and marketed by Tenneco Inc. (NYSE: TEN) and headquartered in Long Beach, Calif.

"Rancho engineers continue to develop highly designed suspension systems and leveling kits that utilize a no-compromises approach and a pursuit of innovation, as illustrated in these products for the 2011 Ford Super Duty trucks," said Joe Pase, general manager, Rancho.

Built to the exacting standards of Rancho engineers, the new Rancho Ford Super Duty suspension system

(RS6524B) features the award-winning, exclusive competition tubular radius arms that add exceptional strength and stability to the suspension system. The radius arms bolt directly to the OE mounting locations without cutting or welding.

Compatible with up to 37-in. tires, the new Rancho system includes competition tubular radius arms; forged pitman arm to ensure optimal steering and reduced bump steer; re-inforced front track bar relocation bracket; and rear leaf spring blocks. The new system also works with stock wheels.

The new Rancho system maintains the factory location of the rack and pinion and re-uses OE tie rod ends. Rancho engineers also maintained proper driveshaft angles, minimizing vibrations. It does not affect the vehicle's AdvanceTrac® with RSC® (Roll Stability Control) system.

The system is fully compatible with other Rancho technologies, including RS9000XL® (RS999044, front; RS999261, rear) and the exclusive MyRide™ wireless tuning controller. The system also works with RS5000® series shocks (RS5044, front; RS5261, rear). Rancho also offers front spring kits (RS80123B; RS80119B) and rear kit (RS886502; RS886503). Dual steering stabilizer kits are also available for both the F-250 and F-350 models (RS98510) and OE steering stabilizer replacements (RS5416).

Rancho also released a brand-new 2.5-in. leveling kit (RS6525B) for the 2011 Ford Super Duty that provides maximum structural integrity. The kit - which fits up to 35-in. tires - features the award-winning, exclusive competition tubular radius arms that add exceptional strength and stability to the suspension system. The radius arms bolt directly to the OE mounting locations without cutting or welding. The leveling kit also maintains proper driveshaft angles to minimize vibrations; maintains factory location of the rack and pinion and re-uses OE tie rod ends. The leveling kit is covered by the Rancho Limited Lifetime Warranty.

The new Rancho leveling kit is available for a variety of transmissions and cab styles offered in the new 2011 F-250/F-350 truck series. The leveling kit is compatible with RS9000XL series shocks or RS5000 series shocks. Rancho also offers front spring kits for the leveling kit.

Rancho engineers also include all detailed and illustrated instructions inside every kit. The systems contain all of the necessary alignment hardware and align to OE specs.

For more information about Rancho suspension products and accessories, please visit the brand new site at www.gorancho.com, contact your nearest Rancho dealer or call 1-734-384-7806. To locate your nearest Rancho authorized dealer, please use the "Dealer Locator" at www.gorancho.com to generate a list of nearby retailer stores in your selected region and other online retailers.

Tenneco is a \$4.6 billion global manufacturing company with headquarters in Lake Forest, Illinois and approximately 21,000 employees worldwide. Tenneco is one of the world's largest designers, manufacturers and marketers of emission control and ride control products and systems for the automotive original equipment market and the aftermarket. Tenneco markets its products principally under the Monroe®, Walker®, Rancho®, DynoMax®, Thrush®, Gillet™ and Clevite® Elastomer brand names.

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PWA UNIVERSITY NEW LESSONS ADDED!

New Lessons now available:



The Performance Intake Company

"Airaid Intake System 2010"
"Poweraid Throttle Body Spacer
2010"



"Al's Liner - A Product Introduction"



"Nitrous Oxide Basics"



"Engine Test Stand"

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Would you like assistance in creating Product Training Lessons for PWA University?

Steve Cole, one of the performance aftermarket's most respected "wordsmith", is available to assist you! Steve can be reached at (330) 725-5462 or by email at scole@4writewords.com or www.4writewords.com.

REP SOUTH PRODUCTIONS

Would you like assistance in creating Visual or Video Presentations for PWA University?

Sam Compton possesses the talent to produce effective sales support tutorials and presentations. Sam can be reached at (615) 406-6504 or by email at samcomptons@cs.com or www.repsouthproductions.com.

There have been 22,289 lessons assigned and 10,360 lessons taken as of October 4, 2010. The following companies have posted 110 lessons to the PWA University at www.pwauniversity.com.

AED Performance Products
Al's Liner
Airaid Filter Company
Auto Meter Products
B & M Racing & Performance
Bully Dog Technologies
Centerforce / Midway Industries
Competition Cams
Design Engineering
Diablosport, Inc.
Edelbrock Corporation
Edge Products
Exedy Globalparts Corporation
Flaming River Industries
Flex-a-Lite Consolidation
Fragola Performance Systems
H3R Performance
Hedman Manufacturing
Husky Liners
Hypertech
Injen Technologies
K & N Engineering
Magnaflow Performance Exhaust
Mr Gasket
MSD Ignition
Nitrous Express
Painless Performance
Percy's High Performance
Professional Products
PRW Industries
Ram Automotive Company
Skyjacker Suspensions
Specialty Auto / Proform
Stage 8 Locking Fasteners
Superchips
Thermo-Tec
Truck Covers USA

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Modular Vest Carry Platform by Pro-Fit Makes Working With Tools a Snap

Puyallup, WA (September 30, 2010) Pro-Fit Carry Systems, a leading innovator of Modular Tool Carry platforms and accessories, introduces the Pro-Fit Modular Vest Carry Platform.



This Cordura® vest with nylon webbing, accepts any of Pro-Fit Carry System's zippered or Velcro® flap tool pouches and drill carriers, creating a safe and secure way to carry your tools. Lightweight and breathable, the fully adjustable one size fits-all, heavy-duty construction uses nylon buckles to adjust the fit. Pouches and holsters are easily mounted using the optional adjustable Tek-Lok™ locking utility belt clip or the supplied snapping attachment loops on the back of the Pro-Fit pouches.

The straps on the side of the vest are designed to pull forward which helps offset the frontal weight when carrying the loaded Pro-Fit tool pouches. The back of the vest is supported by the Pro-Fit "X" harness system, which gives maximum support and stability under heavy loads.

The Pro-Fit Modular Vest Carry Platform includes a detachable pack for your lunches, extra tools or supplies and has a pocket for a 75 oz. hydration pack and a carry handle on the back. The bottom of the vest has six 2" nylon and Velcro® loops allowing you to carry hammer hangers, nail and screw pouches, or other accessories. The shoulder pads sport MOLLE-Type attachment loops for radios or quick access items.

Pro-Fit's complete product line, was developed by technicians, tradesman and craftsman, all who require the best when it comes to convenience and secure visible tool management. The entire Pro-Fit system is compatible with all platforms, and all products are manufactured from the toughest materials available to insure long and dependable service. Pro-Fit Carry Systems stands behind their motto "The easiest way to carry your tools!" 253-310-6308 www.pro-fitcarrysystems.com SEMA: Booth # 10253.

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FIRESTONE INDUSTRIAL PRODUCTS INTRODUCES COIL-RITE AIR HELPER SPRING KIT FOR 2011 GM FULL-SIZE SUVs

INDIANAPOLIS, Ind. - Firestone Industrial Products Company, LLC announces a new Coil-Rite(tm) air helper spring kit (part #4186) designed specifically for 2011 General Motors full-size SUVs, including the 2011 Cadillac Escalade, ESV, EXT; Chevrolet Avalanche 1500; Chevrolet Suburban 1500; Chevrolet Tahoe; and GMC Yukon 1500.



"These Coil-Rite kits are designed to accommodate the latest changes in automobile design, such as the new GM full-size SUVs that have a smaller, 4-inch diameter coil than previous model years, and to deliver the same leveling, braking and handling benefits customers have come to expect from the Firestone product line," said Todd Green, regional sales manager, Firestone Industrial Products, Ride-Rite division.

Firestone's Coil-Rite air helper springs fit inside a vehicle's existing coil spring and can be adjusted for varying loads and road conditions

by increasing and decreasing the air pressure within the helper springs, which is as easy as adjusting the air pressure in a tire. They help maximize the vehicle's safe load carrying capacity, as well as increase vehicle stability, improve steering control and braking effectiveness, level headlight beams and reduce tire wear. The product can also help absorb road shock, providing a smooth ride for passengers and reducing the potential "bottoming out" that can be experienced in a heavily loaded SUV.

The no-drill Coil-Rite kit uses the truck's factory holes for an easy installation that typically takes less than one hour. The kit, which has a two-year limited warranty and an MSRP of \$125.95, comes with the brackets, air springs, hardware, air lines and separate valves necessary for installation.

A pair of Coil-Rite air springs can provide up to 1,000 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]). Firestone also offers an Air-Rite(tm) air accessory system that allows drivers to adjust the air with a push of a button installed on the dashboard.

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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aFe Releases Their New Stage 2 Cold Air Intake for the 2010 Ford F150 SVT Raptor V8-6.2L

Corona, Ca...advanced FLOW engineering (aFe Power), an industry leader in performance cold air intakes, filters and exhaust systems is pleased to announce the release of their new Stage 2 cold air intake for the 2010 Ford F-150 SVT Raptor with the V8-6.2L part numbers 75-11902-0V.



aFe Stage 2 air intake systems feature a durable, one-piece 18-gauge powder coated heat shield that blocks out engine heat and installs using factory lower intake box. This system also includes a performance engineered wrinkle black aluminum intake tube and built-in 3-angle adaptor to maximize air velocity and improve horsepower, torque, and throttle response. 75-11902-0V comes with the 7-layer ProGuard 7 air filter for maximum filtration (99.7% filter efficiency). This system is a value pack system and comes complete with additional Pro Dry S air filter, restore kit and pre filter for an excellent value.

In recent testing, part number 75-11902-0V outflows the factory intake by 47% and produced an astonishing 18hp and 22ft. lbs. of torque. Part Number 75-11902-0V retails for around \$399.00 and is available in stores now.

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

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NEW BUMPER GUARD "BOUNCES" BACK

Protects Against Parallel Parking Miscues

It won't get the number of the car that hit you but a new resilient bumper guard has a "memory" that snaps it back in place after taking a hit that prevents 90% of the scuffs, scratches, dents and dings caused by someone else's errant parking. Conversely, it can keep your car blameless if you inadvertently nudge someone else's vehicle.



BumpShox is an extended, replacement license plate holder composed of V-Tech energy absorbing foam that will not crack, rust or bend out of shape. When compressed it returns to its original shape. Wider and taller than a standard license plate frame and 2 1/2" thick it offers luxury and sport car owners an alternative to the heavy metal guards appropriate to SUVs. An extended "fin" on the BumpShox protects when an SUV or other taller car rides over the license plate. All mounting screws are recessed into the foam to prevent marring other cars.

For More Information Contact:

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