

High-Tech Production Camaro Unveiled

The 2012 Chevrolet Camaro ZL1 debuted February 9th at the Chicago Auto Show. It is the highest-performing Camaro and the most technically advanced car ever developed in its class. It is planned to launch at the beginning of 2012.



Propelled by a supercharged V-8 producing an estimated 550 horsepower, the Camaro ZL1 will be the fastest Camaro ever offered by Chevrolet. What's more, the ZL1 features technologically advanced and highly developed chassis and suspension systems that help it deliver balanced, track-ready handling and braking power to complement its high engine output.

The ZL1 name is derived from the all-aluminum racing engine of the same name, which was developed in the late 1960s and installed in 69 production 1969 Camaros. The 2012 ZL1 model is designed to be a major leap forward for the Camaro,

bringing a new level of performance capability to the segment.

The central goal of the car's development was creating something new - a Camaro intended to reach optimal lap times on top road-racing circuits combined with excellent driving dynamics on the street. To achieve that goal, engineers took many of the existing Camaro's systems to the next level, as well as incorporated new technologies such as electric power steering and Magnetic Ride Control-the world's fastest-reacting suspension system.

Major elements of the ZL1's design include a new front fascia and hood with air extractors, designed in tandem to create aerodynamic downforce to aid handling. The car's hood includes a signature center section constructed of carbon fiber and rendered in satin black finish. New rocker panels, wide tires, 20-inch wheels and exhaust tips portray the car's handling and power.

The ZL1 badge appears on the grille, hood and the brake calipers, all key areas portraying the technology within.

Tech overview

Supporting the dynamic track and street performance of the ZL1 is the LSA 6.2L supercharged engine, which will produce an estimated 550 horsepower and 550 lb.-ft. of torque. Built on GM's legendary all-aluminum, small-block V-8 architecture, the LSA features an intercooled supercharger system, premium heat-resistant aluminum-alloy cylinder heads and other details designed to ensure its exceptional performance is delivered with smoothness and refinement. Components and design elements that contribute to the LSA's performance include:

- Balanced, lightweight reciprocating assembly
- High-strength hypereutectic pistons
- Sixth-generation Eaton supercharger with four-lobe rotors
- Piston oil squirters.

Because the Camaro ZL1 uses electric power steering, the engine does not incorporate a conventional hydraulic power steering pump on its accessory drive system. This enhances performance, because no engine power is used to turn a steering pump pulley.

Camaro ZL1 is a complete high-performance car, not just a Camaro with more power. Key technical

highlights include:

Transmission - The high-performance Tremec TR-6060 six-speed manual is matched with the LSA engine. It is the "MG9" version of the transmission, with a higher torque capacity. It is used with a dual-mass flywheel and twin-disc clutch for easy operation and shift smoothness. A new, shorter-throw shifter actuates the gear changes.

Exhaust - ZL1 is equipped with a dual-mode exhaust system, which alters the sound level and character in response to engine rpm. First used on the legendary Corvette, and specifically tuned for Camaro ZL1, the dual-mode exhaust will give the car a signature sound.

Drivetrain - It is revised with a stronger driveshaft and rear axle system, featuring a larger and stronger cast iron differential housing, stronger axles and heavy-duty limited-slip differential. This patent-pending system is designed to ensure that ZL1's tremendous power is delivered smoothly to the ground.

Suspension - The suspension features completely revised tuning and the inclusion of segment-exclusive Magnetic Ride Control. ZL1's Magnetic Ride system will include driver selectable modes (Tour and Sport) tailored for the preferred style of driving. It uses advanced magneto-rheological science to produce shock damping with the highest level of precision, enabling body control optimized for excellent performance in everyday driving as well as track situations. This technology appears on only a small roster of some of the world's finest performance cars. Other chassis elements are redesigned to support the car's high-performance limits. Rear stabilizer bars have drop links repositioned outboard of the control arms. This makes the bars more effective in controlling body roll in turns, with crisp response to driver commands.

Brakes and Steering - Camaro ZL1 features an advanced track-capable braking system, developed in conjunction with experts from Brembo. The large 14.6-inch (370 mm) two-piece front rotors have six-piston calipers; the 14.4-inch (365 mm) rear rotors have four-piston calipers. ZL1 marks the entry of a new electric power steering system to Camaro. It is being developed to ensure precise control and feedback to the driver, with greater variability of effort for high-performance driving.

Exterior - ZL1's signature from the front is the redesigned fascia and aluminum hood with a raised, carbon fiber insert. The fascia includes a front splitter and new vertical fog lamps. The fog lamp area includes air intakes designed for brake cooling. The hood features front-mounted air extractors that direct air precisely over the car. Visually, this center section, in satin black carbon fiber, communicates the car's high-performance intent as a visual contrast to the car's exterior color. Functionally, the air extractor is a key in connecting airflow closely to the bodywork, creating aerodynamic downforce. The carbon fiber center section reduces the mass of the hood. High-intensity discharge (HID) headlamps and fog lamps are standard. The rear of the car includes a diffuser and spoiler, also functional elements that enhance the car's aerodynamics.

Wheels and Tires - New-design, 20-inch forged aluminum wheels, which are lighter than the 20-inch wheels used on the Camaro SS, are used with new Goodyear Supercar F2 tires developed specifically for the ZL1.

Interior - ZL1 is tailored for high-performance driving. The front seats feature microfiber suede inserts. Other enhancements include a redesigned steering wheel, alloy pedals, Head-Up Display with unique performance readouts and the "four-pack" auxiliary gauge system featuring a boost readout.

Production details

All of the Camaro exterior colors will be offered with the ZL1, but black is the only interior color. The unique exterior features are complemented with a black center section on the hood. Inside, the Camaro ZL1 has heated leather seats with microfiber inserts and ZL1 logos embroidered on the front headrests. Microfiber suede is repeated as an accent on the instrument panel, adding a richer look to the interior.



The ZL1 will include the same content as the current 2SS package and include the following new or unique features:

- Six-way power driver and passenger seats
- Unique instrument panel and door panel inserts; and ZL1-logo sill plates
- Steering wheel audio controls with Bluetooth capability
- Wireless PDIM and USB-port
- Boston Acoustics premium audio system
- Rear parking assist
- Rear camera system (displayed in the inside rearview mirror).

Engineers have already driven Camaro ZL1 prototypes extensively at demanding road courses in the U.S. and Germany, with final testing being completed through the balance of 2011.

New Vehicle Sales Up 17%-2011 Could Hit 13M Units

New light-vehicle sales for January 2011 increased 17% over January 2010, with just under 820,000 units sold. Of the new light-vehicles sold in January 2011 80% were to retail customers and 20% went to fleets. The two big winners in retail sales were Chrysler and Hyundai-Kia. Both were up more than 50% over last year.

Of particular interest to the performance parts and accessories industry, light trucks outsold cars for the fourth straight month. Full-sized pickup truck sales jumped 29%, and light trucks accounted for 50.4% of all new light-vehicles sold in January 2011. It looks like the tide has turned back considering that last year, cars outsold light trucks by a small margin.



The January new light-vehicle sales results were so strong that many industry experts have begun to revise their forecast for 2011 sales. For instance, GM and Ford both added half a million units to their 2011 forecasts, bringing the upper limits to 13.3 million units. HIS Automotive raised its forecast from 12.8 million to 13.1 million units. J.D. Power and Associates also raised its forecast to 12.9 million from 12.8 million units.

Paul Taylor, chief economist of the National Automobile Dealers Association (NADA), said recently that new-vehicle sales will reach 12.9 million units in 2011 as consumers benefit from higher trade-in equity and improving credit.

Last year, 11.55 million light vehicles were sold. A market of 12.9 million new vehicle sales this year would be a nearly 12 percent increase over 2010.

But Taylor warns that declining real estate values in many states have caused some consumers to pull back on large purchases like

cars, and that trend will continue to play a role in new-car sales in 2011.

If forecasters are correct, the recovery trend will follow the same pattern we have seen following the previous two recessions. After the recessions of 1981 and 1990, we saw 2 years of dramatic sales growth, then a moderate year followed by a small drop. In 1983, new-vehicle sales jumped 16.6% followed by an increase of 17.9% in 1984. Then in 1992, sales grew by 4.5% followed by 8.0% and 8.4% in 1993 and 1994.

Here's a list of NADA's top five factors that will accelerate new-vehicle sales this year:

1. MORE NEW-CAR AND TRUCK CHOICES

Auto manufacturers are producing a wide variety of new cars and trucks that are headed to dealer showrooms.

There will be many new hybrid and electric vehicles as well as sedans, crossovers and SUVs with more fuel-efficient combustion engines, including several new models from China.

"A revitalized auto industry benefits everyone-every consumer, every dealer and every manufacturer," Taylor added.

2. AVAILABLE CREDIT AT HISTORICALLY LOW INTEREST RATES

"Credit availability at a time of very low interest rates will drive new-vehicle sales this year," Taylor says. The Federal Reserve Board at its last meeting indicated that the performance of the economy is "likely to warrant exceptionally low levels for the federal funds rate for an extended period," which means automaker finance companies and other lenders will be in a position to offer very attractive financing rates on new-car loans, Taylor says.

"Recovering world market conditions and the Federal Reserve's current policy will accelerate the recovery of new-car and -truck sales in 2011," Taylor says. "Concern about federal budget deficits and long-term inflation may contribute to higher 30-year fixed rate mortgage rates, but loan rates for car loans four to six years long are likely to see only modest increases over the next year as the economy grows."

"Federal regulators need to make sure that loans continue to be approved for car shoppers with reasonable credit," Taylor says.

3. TAX CERTAINTY LEADS TO ECONOMIC GROWTH

The extension of tax policy (often called the "Bush tax cuts") by Congress in December 2010, combined with the budget extension to fund the government, will provide at least a two-year horizon for business investment and consumer planning that should bolster economic growth, Taylor says.

4. STOCK MARKET RISE BOOSTS LUXURY CAR SALES

The Dow Jones Industrial Average and S&P 500 index closed in mid-December 2010 at their highest levels since September 2008.

"Continued stock market gains will boost luxury car sales this year," according to Taylor. "Already strong sales of luxury vehicles have been assisted by stock market gains. Stock performance influences those who own significant amounts of stock outside of retirement programs, and who buy most of the new luxury vehicles."

5. RISING GASOLINE PRICES EXPAND VEHICLE SALES MIX

"While never good for the economy, higher gas prices increase consumer demand for small cars, hybrid vehicles and diesels," Taylor says. "New cars are more fuel efficient."

Many industry analysts are predicting that gasoline prices will exceed \$3.50 a gallon in early 2011. In the summer of 2008, gasoline prices hit record levels of more than \$4 a gallon.

Taylor says that higher gasoline prices will also increase demand for the more expensive hybrids that typically languish on dealer lots when gasoline prices are lower. Sales of diesel cars and trucks will increase as well, he says.

New Car Dealers Can Sell Auto Accessories

A new Accessories Trend Report, released at NADA 2011 by izmocars' AOA, reveals that accessories sales generated significant profits for dealerships across the country in 2010, driven by consumer interest in electronics add-ons, and a desire to balance style with economy. The report, which analyzed sales from a sampling of 140 dealerships all of whom increased accessory sales by nearly \$500 per-vehicle-sold in 2010*, also revealed that top-selling accessories categories vary significantly by region.

"This report clearly indicates that dealership accessory sales and profits have evolved well beyond just floor mats," said izmocars CMO Mike Martinez. "Even in last year's challenging economy, profit drivers such as factory exterior items (providing a touch of style at a manageable price), electronics, and old reliables like step bars and upholstery, sold extremely well at dealerships across the country. Given the results in this study, we believe that, with the right tools, U.S. auto dealership share of the accessories market could nearly double in the year ahead."

The dealerships studied in the AOA Accessories Trend Report represent 13 brands, and 5 regions across 30 states. They sold \$20 million in accessories in 2010, with average gross margins of 45% and average net profit margins of 28%.

AOA Accessories Trend Report Highlights:

The Top Ten Accessories Categories of 2010

'Upholstery' was #1 overall in 2010 in terms of sheer retail sales dollars and dealer profits. However, in terms of volume of parts sold, it's clear that the 2010 consumer put a lot of emphasis on style and a little on utility - with a strong preference for add-ons with wallet-friendly price points (that drive big dealer profit numbers through sheer volume and ease-of-sale). Technology is also a powerful chapter in the 2010 accessories story, with electronics, particularly remote entry systems, performing especially well.

Top Ten Accessory Categories for 2010		
By Volume of Parts Sold	By Retail Sales	By Dealer Profits
Factory Exterior	Upholstery	Upholstery
Body Side Moldings	Electronics	Electronics
Floor Mats	Step Bars	Step Bars
Electronics	Wheels	Wheels
Factory Interior	Navigation	Dealer Packages
Window Tint	Body Side Moldings	Body Side Moldings
Step Bars	Factory Exterior	Navigation
Upholstery	Video	Paint Protection
Hitch and Accessories	Window Tint	Window Tint
Dealer Packages	Hitch and Accessories	Factory Exterior

Top Five Accessory Categories by Region

Accessory sales vary significantly by region, with climate apparently having a big impact. 'Electronics' is the dominant volume leader in both the Mid-Atlantic and Northeast, while ranking #2 in the Midwest. A closer look at the Electronics category reveals why: Electronics' top-sellers are almost exclusively iterations of remote starters, attractive to consumers living in cold climates. 'Window Tint' ranks #1 in the sunny South, and 'Step Bars' rank in the top five everywhere except the South. Overall, 'Factory Exterior'

is a consistent big seller (ranking #1 or #2) across all regions, while 'Body Side Moldings' spread the wealth everywhere except the Mid-Atlantic.

Top 5 Accessory Categories By Region By Total Units Sold				
Mid-Atlantic	Midwest	Northeast	South	West
Electronics	Factory Exterior	Electronics	Window Tint	Factory Exterior
Factory Exterior	Electronics	Factory Exterior	Factory Exterior	Floor Mats
Step Bars	Floor Mats	Body side Moldings	Factory Interiors	Body Side Moldings
Hitch and Accessories	Body Side Molding	Floor Mats	Body Side Moldings	Factory Interior
Floor Mats	Factory Interior	Step Bars	Floor Mats	Step Bars

America's Best-Dressed Models (and Makes)

Among the dealers studied, Toyota and Honda represented the top two brands for both overall accessories revenue and profits-per-sale, with import siblings Lexus and Scion also making a strong showing, and Ford rounding out the top five. And when analyzing the most-accessorized model *within* these top brands (in terms of overall accessories sales), the results are surprising to industry insiders as the top five models are dominated not by trucks, but cars.

Top 5 Most Accessorized Brands - #1 Model for Each Brand	
Make	#1 Most Accessorized Model
Toyota	Toyota Camry
Honda	Honda CR-V
Lexus	Lexus RX
Scion	Scion tc
Ford	Ford Fusion

To read a copy of the detailed AOA "2010 Accessories Trend Report," go to www.izmocars.com. To speak to an expert on this dealership market, contact Melanie@mwebbcom.com.

**All dealerships in the report sampling utilized AddOnAuto from izmocars.*

www.izmocars.com/solutions/aoa

About izmocars

izmocars is a leading provider of Automotive Business Solutions including: Website and Online Marketing Solutions, Enterprise-level Automotive CRM, iConsult - Sales Performance Coaching and AddOnAuto - an In-Store Accessories Sales Solution.

izmocars is also the world's leader in Interactive Media Content for the automotive industry. Founded in 2002, izmocars services some of the most successful eDealers in the country. izmocars is based in San Francisco, with offices in Long Beach, CA, Chattanooga, TN, Philadelphia, PA, and Brussels in Europe.

SOURCE izmocars

CAFE Is Serious Business: OEMs Fined Millions

Last year the US government fined car companies \$9.1 million for not meeting federal fuel efficiency requirements. Car companies paid penalties of \$13.3 million in 2009 and \$37 million in 2008.

In fact, covering model years 1983 to 2003 (20 years), the OEMs paid \$650,831,288.50 in fines. That averages out to more than \$30 million in fines per model year.

Most years BMW pays the largest fine, but in 2006 Mercedes Benz (DaimlerChrysler) paid a record setting \$30.3 million in CAFÉ fines.

The fines are levied at the rate of \$5.50 for each tenth of a mile that a carmaker's fleet average exceeds the year's CAFE standard, that's \$55 for a 1 mpg overage, multiplied by the number of vehicles produced for the U.S. market that year.

For 2010, six companies had to pay fines to the National Highway Traffic Safety Administration (NHTSA).

1. Jaguar-Land Rover \$3.2 million.
2. Mercedes-Benz \$2.9 million
3. Porsche \$1.5 million
4. Maserati nearly \$1 million
5. Ferrari almost \$500,000
6. Fiat about \$11,000.

First enacted by Congress in 1975, the intended purpose of CAFE was to reduce energy consumption by increasing the fuel economy of cars and light trucks. NHTSA administers the CAFE program, and the Environmental Protection Agency (EPA) provides the fuel economy data. NHTSA sets fuel economy standards for cars and light trucks sold in the U.S. while EPA calculates the average fuel economy for each manufacturer.

The requirements have increased over the years, but the increases have accelerated lately. For model year (MY) 2011:

MY 2011 passenger cars: 30.2 mpg (294 g/mi of tailpipe emissions of CO₂)

MY 2011 light trucks: 24.1 mpg (369 g/mi of tailpipe emissions of CO₂)

The combined industry-wide average fuel economy (in miles per gallon, or mpg) levels (in grams per mile, or g/mi) for both cars and light trucks, if each manufacturer just met its obligations under the "optimized" standards, will be as follows:

MY 2011: 27.3 mpg (2.0 mpg increase above MY 2010; 326 g/mi CO₂)

Now EPA and NHTSA are working on expanding the CAFÉ standards to include greenhouse gas emissions, and they are targeting not just light on-road vehicles.

If you ever wondered why the OEMs are so touchy about their computer calibrations, now you have a better idea what's behind it.

Americans See Unemployment As No. 1 Problem

Americans say unemployment is the number one problem facing the US at the start of 2011, with 29% naming it. This is a roughly 20% increase from the 24% who mentioned unemployment in December 2010.

In contrast, mentions of "the economy" in general as the leading problem have been trending downward since October 2010, and the current 26% reading is the lowest since also reading 26% in May 2010.

At the same time, focus on the federal deficit has been edging up. Although similar to the rate mentioning it in February 2010, the 12% of Americans citing the deficit this month is numerically the highest Gallup has recorded in at least a decade.

2 in 3 Americans Cite Economic Issue

The latest update to the Gallup poll on the most important problems facing the US, conducted Jan. 7-9, 2011, finds 68% of Americans naming at least one economic issue and 50% naming at least one non-economic issue as the top problem.

The leading economic problems named this month are unemployment, the economy, and the federal deficit/debt, followed by lack of money (4%), fuel prices (3%), and taxes (2%). Despite the rising cost of gas in recent months, with average US pump prices in December exceeding \$3 per gallon for the first time since October 2008, public mentions of fuel prices have yet to increase significantly. Gallup advises this trend bears watching in 2011, as mentions of gas prices as the top problem rose to 25% in June 2008, when pump prices exceeded \$4.

Healthcare, Govt. Leading Non-economic Issues

The top non-economic issue this month is healthcare, but the 13% naming it is half the peak level seen in 2009 prior to passage of President Obama's healthcare reform plan. Dissatisfaction with government, including mentions of corruption and poor leadership by the Congress and the president, is mentioned by 11%. Fewer name immigration (6%) or war in general (5%).

In some cases, regional differences are greater than partisan ones. This is especially evident for immigration, which 10% of Americans living in the West cite as the top problem, compared with 3% in the East, 4% in the South, and 6% in the Midwest.

Unemployment, Deficit Grow as Perceived Problems

Gallup data suggests Americans continue to view the economy as one of the nation's leading problems, but they put slightly less emphasis on it today than they did last fall. At the same time, the percentage of Americans citing unemployment has remained high and the percentage citing the federal budget deficit has expanded.

Economy Leading News Item of 2010

The number one US news story of 2010 was the weakened economy, according to News Coverage Index data from the Pew Research Center's Project for Excellence in Journalism. Economic news accounted for between 13% and 17% of the overall coverage studied in every quarter of 2010, and 14% overall.

About the Data: Results for this Gallup poll are based on telephone interviews conducted Jan. 7-9, 2011, with a random sample of 1,018 adults, aged 18 and older, living in the continental US, selected using random-digit-dial sampling.

Industry Press Releases Feb15

CUSTOM DRIVESHAFTS AVAILABLE FROM DYNOTECH ENGINEERING SERVICES

Exacting Specs, Superior Building Process Deliver Industry-Leading Balance
TROY, Mich. - When OEMS, race teams and hot rodders need high-quality driveshafts with quick turnaround times and competitive pricing, they turn to industry-leading driveshaft manufacturer Dynotech Engineering Services.





With more than 80 years of balancing experience, Dynotech has built custom steel, aluminum and carbon fiber driveshafts for OEM support and replacement, as well as for racing, muscle car, hot rod, four-wheel drive and specialty applications. All Dynotech driveshafts are hand assembled, computer welded and high-speed balanced to the highest standards in the industry.

"Our custom driveshafts feature the industry's most sophisticated engineering and building process carried out by our team of highly skilled technicians, which allows us to offer a vibration-free guarantee that has led to our

unofficial reputation as the 'industry referee' on balancing," said Steve Raymond, general manager, Dynotech Engineering Services. "And because we provide balance verification and correction to the OEMs - balancing each driveshaft to the most exacting specifications - we can apply those techniques to all of our custom-designed applications."

In addition, Dynotech relies on the expertise of its parent company Balance Engineering to offer customers a competitive advantage. Balance Engineering specializes in building production balancing machines for a wide variety of components in the automotive, light truck and heavy equipment industries. This innovative balancing technology allows Dynotech is to meet customers' needs with highly specialized driveshaft applications, from a custom Mustang driveshaft to products for world champion rock crawlers and NASCAR Sprint Cup teams. The manufacturer also has a field service unit available to handle onsite vibration problems, allowing for the evaluation and balancing of chassis rolls, engine dynamometers, inertia wheels, machine spindles, fans and blowers.

"Our years of experience and customer interaction give us the ability to design and create the highest quality driveshafts for a diverse array of applications, but to do so with competitive pricing and on-time delivery," Raymond said. "For example, Dynotech can replace most OEM driveshafts at a lower cost than many local car dealers, and ship it in three days or less."

To learn more about Dynotech driveshaft products and services, visit www.dynotechengineering.com.
About Dynotech

Dynotech Engineering Services began with Balance Engineering by General Motors in 1923, delivering more than 80 years of high speed balancing. Manufactured for OEM support and replacement as well as racing, muscle car, hot rod, four-wheel drive and specialty applications, all Dynotech driveshafts are hand assembled, computer welded and high-speed balanced with a 100% vibration-free guarantee. The company is ISO-9001 and ISO-14001 certified and has over 25 dealers located across the United States. For more information, visit www.dynotecheng.com, call 800.633.5559 or write to Dynotech Engineering Services, 1731 Thorncroft, Troy, MI 48084.

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KAASE INTRODUCES NEW BOSS NINE WITH STACK INJECTION

Winder, GA: Jon Kaase has announced his latest Boss Nine design, energized by an interesting new intake manifold with a hidden plenum below and stack injection above.





Four-time winner of the Engine Masters Challenge, Kaase has succeeded in investing this new stack injected Boss Nine engine with exceptional torque and tractability-qualities not usually associated with stack injection. But the hidden plenum on the underside of the Boss Nine intake manifold equalizes the pressures in all induction tracts and provides the engine with a clean, consistent idle, excellent part-throttle performance, and instantaneous throttle response. The plenum also provides for brake vacuum and empowers the MAP sensor, which has a major influence in the metering of the fuel.

Compared with a carbureted Boss Nine equivalent, the new stack injection system gives a surprisingly good account of itself. On a typical 520cu in engine with 9.8:1

compression ratio, hydraulic tappets, and running on pump fuel, the stack injection engine outpaced its carbureted rival by an extra 30ft lb torque.

Although 520cu in has been the most popular engine displacement, Boss Nines are available from 429 to 600cu in. So far the most desirable engines in Kaase's Boss Nine series have been those producing between 500 and 1,000 horsepower. Constructed with either a cast iron or a cast aluminum engine block and topped with Kaase's efficient hemi cylinder heads, Boss Nine engines were developed using four intake manifolds. These accept 4150 and 4500-style carburetors, as well as Keith Wilson's EFI system, and various BDS blower units.

For further information contact:

Jon Kaase Racing Engines, Inc.

735 West Winder Ind. Parkway,

Winder, GA 30680,

Telephone (770) 307-0241 or e-mail: JonKaaseRacing@gmail.com

For latest offerings, visit the Kaase website at: JonKaaseRacingEngines.com

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aFe Announces Dave Simpson Promoted To Vice President of Sales





Corona, Ca...advanced FLOW engineering (aFe), an industry leader in performance intakes, filters, manifolds, intercoolers and exhaust systems is pleased to announce the promotion of Dave Simpson as Vice President of Sales. In this newly created position, Mr. Simpson will be responsible for all sales for aFe Power, Takeda and Full Metal Power performance products.

Dave Simpson has over 19yrs experience in the performance off-road aftermarket and has spent the last couple of years as aFe's Director of National Sales. Mr. Simpson has also held management level positions with Pro Comp and Rancho Suspension. "Our sales team has doubled in size over the past 24months and Dave has been a critical component of our growth the past few years. This new position will allow Dave to better manage his growing team and continue to build industry leading relationships with our customers" said aFe President/CEO Nick Niakan.

About Dave Simpson...Dave Simpson is an avid power sports enthusiast and has been riding and racing for 33yrs. Mr. Simpson has competed in local, state and national races and has competed in several Baja 1000's on motorcycles, trucks and buggies. In 1994, Mr. Simpson represented the US by competing in the Camel Trophy held in South America. In 2009 he won the overall points championship of M.D.R. Superstition Series.

Contact Information: Dave Simpson
Vice President of Sales
951-493-7112 - Direct Line
dsimpson@afepower.com

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Pro-Fit's Hammer Hanger Works As Your Extra Hand

Puyallup, WA (January 10, 2011) Pro-Fit Carry Systems, a leading innovator of Modular Tool Carry platforms and accessories, announces the immediate availability of the Pro-Fit Carry Systems Hammer Hanger-an extra hand for any job.



Whether you're a framer, finish carpenter, or do-it-yourselfer, this lightweight Hammer Hanger is just the ticket to help you keep the tools you need securely within reach. Constructed of super tough but flexible nylon, the Hammer Hanger will not mar surfaces like most metal hammer holders on the market today.

Designed to withstand extreme working conditions, this tough, compact addition to your tool belt has been extensively field-tested. The heavy-duty 2" nylon-attaching strap is made to accommodate a hammer up to 22 ounces in weight. The Hammer Hanger is manufactured to fit on most belts up to 2.75" in width. The durable hanger has a 1.75" x 2" opening to hold a wide selection of different styles and sizes of hammers.

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

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aFe Announces The Addition of Kenny Ishimaru As Regional Sales Manager



Corona, Ca...advanced FLOW engineering (aFe Power), an industry leader in performance intakes, filters, manifolds, intercoolers and exhaust systems is pleased to announce the addition of Kenny Ishimaru as Regional Sales Manager. In this position, Mr. Ishimaru will be responsible for managing aFe's performance diesel specialty customers including, Premier Performance, XDP, DPPI and others.

Mr. Ishimaru comes to aFe with over two decade of sales and marketing experience in the performance aftermarket holding positions with Banks, Fabtech and Dick Cepek. "We are very happy to have Kenny

join aFe. Kenny brings an extremely strong technical background in the performance category and has the necessary attributes to help us continue to grow our ever increasing diesel performance product line " said aFe Director of National Sales Dave Simpson.

For up-to-date information on aFe products please go to www.afepower.com or call the Power Professionals at 951-493-7155.

Media Contact: Jason Bruce
Director - Marketing and New Business Development
951-493-7147 - Direct Line
jbruce@afepower.com

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The Raptor Uncaged!

Ford's new SVT F-150 Raptor is the hottest truck to hit the market in years. This purpose-built off road performer boasts an impressive 411 horsepower and 434 lb./ft. of torque from its 6.2L V-8 power plant.





AIRAID, continuing their mission to design the best performance products, announces the release of their newest Cold Air Intake system for the 2010 and 2011 6.2L Raptor. Dyno testing show increases of 12 Horsepower and 14 lb./ft. of Torque for this already healthy engine. This new intake system features AIRAID's "Quick Fit" air-box and modular intake tube that is designed for unrestricted air flow to the engine. Breathing is done through a HUGE 1600 CFM washable and reusable Premium Air Filter that is available with either SynthaFlow® composite or our newest SynthaMax® Non-Oiled filtration technology. All AIRAID filters are hand-poured using a special urethane blend that prevents cracking and shrinkage in the most extreme conditions.

This new system utilizes OE mounting points, installs in minutes with ordinary hand tools and comes with AIRAID's Exclusive "No-Hassle" Warranty.

For more information contact:
Airaid Filter Company at (800) 498-6951
or visit us on the web at: www.airaid.com

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RAM INTRODUCES BEST TOOL EVER DEvised FOR ADJUSTING CLUTCH PEDAL HEIGHT



Columbia, SC: Ram has pioneered a new clutch pedal adjuster (PN 78300) that not only corrects the pedal height of all aftermarket high performance clutch systems but also OEM systems. In addition it is designed to function with any OEM or aftermarket hydraulic clutch system and eradicates all concerns associated with the over-travel of the release bearings. (Release bearings with excessive travel can destroy the bearing or cause the clutch diaphragm to travel over center, resulting in high rpm engagement troubles.)

Compared with factory-style originals, most modern high performance aftermarket clutches require less travel to disengage. As a result, the pedal often sits higher than the enthusiast might desire; in fact, the factory pedal could often benefit from a slightly lower position.

Available for immediate delivery and priced at \$138.95, this new Ram HSA (Hydraulic System Adjuster) is easily installed and is adjustable without lifting the car if the valve is mounted under the hood.

For further information contact:
RAM Clutches
201 Business Park Blvd.
Columbia, SC 29203

Telephone (803) 788-6034
or visit: www.ramclutches.com

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C4 REVERSE MANUAL TRANSBRAKE VALVE BODY

Gaithersburg Maryland: Performance Automatic is proud to release its C4 Reverse Manual Transbrake Valve Body. Custom designed from Billet aluminum with an internal solenoid, this valve body will fit all 1970 and up C4 transmissions. Complete, easy to bolt in and ready to install without making any internal transmission modifications.



When you need to leave the line hard, Performance Automatic's transbrake valve is second to none. Famous for its "no 2-3 flare", its consistent release and its ability to hold without "creeping, the PA26306 C4 Reverse Manual Transbrake Valve Body is the one to have when you need to "Shift the Best"

Performance Automatic also offers a full line of transmissions and related components.

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

###

NEW 700+ HORSEPOWER 2009-11 CADILLAC CTS-V ENGINE PACKAGE AVAILABLE FROM LINGENFELTER

DECATUR, Ind. - Lingenfelter Performance Engineering (LPE) has completed a new engine package designed to deliver 700+ horsepower to the 2009-2011 Cadillac CTS-V.



The LPE Cadillac CTS-V Package gives enthusiasts additional power - 623 rear wheel horsepower and 617 rear wheel lb.-ft. of torque as tested in a manual transmission-equipped CTS-V - while maintaining a safe level of boost and supercharger RPM. The package features Lingenfelter CNC ported LSA cylinder heads and the addition of LPE's GT9 ZR1 supercharger camshaft, which delivers an excellent sound quality and won't degrade the Cadillac's drivability or reliability. To watch the CTS-V test video, visit www.youtube.com/user/LingenfelterVideo.

Lingenfelter provides Cadillac owners with a turnkey package that includes:

- Engine removal and removal of supercharger assembly, cylinder heads and camshaft
- Lingenfelter CNC porting & polishing of LSA cylinder heads for optimal flow
- 2.165" diameter hollow stem intake valves
- 1.59" diameter high temperature inconel exhaust valves

- Lingenfelter multi-angle valve job, cc chambers, surfacing and spring height adjustment
- Competition Cams valve springs, titanium retainers, 10 degree locks
- Lingenfelter GT9 camshaft
- GM Head gaskets & head bolts
- 2.55" diameter steel supercharger drive pulley - powder coated black - 8 rib
- 8 rib serpentine belt
- Lingenfelter LS9 solid supercharger isolator coupling
- Port and polish supercharger front cover
- Lingenfelter air intake duct
- K & N Air Filter
- Lingenfelter 10% overdrive harmonic balancer
- 63 lbs/hour fuel injectors
- Fuel injector connector change
- 160 degree thermostat
- Professional installation
- Engine testing and expert ECM tuning
- Chassis dyno testing before and after installation
- Excellent drivability, highway mileage not adversely affected
- Lingenfelter certificate of authenticity
- Lingenfelter 2 year/24,000 mile warranty

Cadillac owners interested in adding the 700+ horsepower package can contact the Lingenfelter team at 260.724.2552.

For more than 32 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, contact Lingenfelter Performance Engineering at 1557 Winchester Road, Decatur, IN 46733, or call 260.724.2552.

###

aFe Releases Their New Pro Guard D2 Performance Fuel Filter for the 2008-10 Ford Super Duty V8-6.4L (td)



Corona, Ca...advanced FLOW engineering (aFe), an industry leader in performance intakes, filters, manifolds, intercoolers and exhaust systems is pleased to announce the release of their new Pro Guard D2 performance fuel filter for the 2008-2010 Ford Super Duty with the V8-6.4L (td) Power Stroke.

This new Pro Guard D2 performance fuel filter provides maximum protection and flow for your 6.4L Power Stroke. 44-FF013 is a performance replacement fuel filter kit including both chassis mount and engine

mount filters. The Pro Guard D2 fuel filter is designed to provide maximum filtration with maximum flow.

Part Number 44-FF013 retails for around \$49.95 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.

Media Contact: Jason R. Bruce
951-493-7147 - Direct Office
jbruce@aFepower.com

###

First hand-adjustable pump/bypass combination from Weldon-lifetime warranty included



Cleveland, Ohio: Weldon, the only racing fuel pump maker who uses all-metallic internal pumping components-no plastics or Phenolics permitted-has announced a new and innovative fuel pump with an integral bypassing regulator. Called the Sportsman, it is light weight (4.1Lb) and supports race engines producing over 1200 horsepower.

Rated as continuous-duty and with a convenient, hand-adjustable knurled knob on the bypassing regulator (no adjusting tools required), Weldon's Sportsman features multiple mounting provisions on its base and is therefore easily interchangeable with most similarly rated fuel pumps.

Because its internals are made entirely of tool steel, including the pump ring, pump rotor, and pump vanes, the Sportsman's inner working parts will neither fracture nor deteriorate with heat nor will its flow be impaired when fuel pressure is increased.

Operating on 12 to 16 volts this 4.1lb fuel pump has impressive pumping power with surprisingly low amperage draw. Efficiencies in the pumping chamber have a decisive effect on reduced amp draw which, in turn, liberates more electrical current to power other components. Inevitably, these efficiencies are further demonstrated in a cooler running pump-and cooler running fuel.

Featuring AN-10 inlet and outlet ports and AN-8 bypassing port (all ports chamfered and counter bored for O-ring seals) the Sportsman boasts a Teflon diaphragm with a 1.7 sq. in. surface area. Thought to be the largest in the industry, this diaphragm effectively reduces fuel pressure fluctuations and is compatible with all fuels.

The Sportsman, which is priced at \$432.00, is fully covered by Weldon's famous lifetime warranty and qualifies for contingency awards in NHRA, NMRA, and NMCA events.

For more information contact: Weldon Racing Pumps
640 Golden Oak Parkway,
Oakwood Village, Ohio 44146
Telephone (440) 232-2282 or visit www.WeldonRacing.com or e-mail Jim Craig at:
jcraig@weldonpumps.com

###

Owens Rebrands Toolboxes With New 'Ellipse' Name

Sturgis, MI (January 24, 2011) Owens Products, Inc., known for their sleek running boards with applications for pickups, vans, SUVs, and CUVs, has renamed their EXTREME and EXTREME XPL toolbox series to Owens Ellipse and Owens Ellipse XPL.



"An effective brand strategy should create a unique identity that differentiates you from the competition," said Gary Kirtley, CEO and Owens Products owner.

"In taking a hard look at our EXTREME series we felt we could do the brand more justice by letting go of an overused word and capitalizing on the uniqueness of the product. Our newly named Owens Ellipse and Owens Ellipse XPL toolboxes have a uniquely curved lid. In geometry, Ellipses are closed curves and we felt that name was far more descriptive and not nearly as overused as the word, 'extreme'."

No matter what they are called, these eye-catching, diamond tread aluminum toolboxes feature an exclusive patented lid with a distinctive curve that adds a refined and classic flair to any trucks profile.

The paddle latch series-Owens Ellipse XPL-is offered in both standard heights as well as a low profile design. The Owens Ellipse push button boxes are all low profile allowing for clear vision from the cab of the truck.

The Owens boxes feature solid lid bracing making these some of the strongest lids on the market. The boxes are offered in crossover, side mount, chest, trailer tongue and ATV styles. The Owens Ellipse boxes are available in standard bright aluminum or customize your own with one of fifteen powder coat finishes.

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. Owens Products is an earth friendly company and works hard at reducing their environmental footprint. www.OwensProducts.com 800-726-9367.

###

DIAMOND'S NEW INBOARD BILLET PISTONS WITH BUTTONS

Clinton Township, MI: Diamond's new inboard billet pistons with buttons are designed for racers who regularly replace pistons in a hurry and who desire the special features of a modern inboard piston design.



Compared with the removal of the secure yet unwieldy spiral locks or round wire locks, changing buttons is remarkably convenient. In addition, on pistons where the pin bores intercept the oil control ring groove, the buttons prevent the expander in the oil control ring from distorting around the half moon openings in the back of the groove, a deficiency more prevalent in power adder engines.

Billet pistons, on the other hand, present virtually unlimited design potential, allowing for last-minute changes to bore sizes, cylinder head shapes, valve sizes, valve pocket depths, pin boss dimensions, load paths, and so on. For teams embarking on new engine development programs, billet pistons are often the intelligent choice. Most of the pistons currently in use in Sprint Cup and in Pro Stock drag racing are made of billet aluminum.

But the cost of the billet item has always been higher than its forged counterpart. Three years ago Diamond began investing in new equipment and tooling to accommodate the production of affordable billet pistons. They also increased their engineering department and expanded their design team-initiatives to further the production of the billet piston.

Available in a natural finish or hard anodized or with a ceramic crown coating, or moly skirt coating, the delivery of these new inboard billet pistons with buttons is promised in three to four weeks.

For more information contact: Diamond Pistons 23003 Diamond Drive, Clinton Township, MI 48035
Telephone (877) 552-2112
or visit www.DiamondRacing.net or e-mail Ron Beaubien at RBeaubien@diamondracing.net

###

PRW Introduces GM LS Series Valve Covers



PRW Industries is proud to announce the release of their all new GM LS Series Aluminum Valve Covers without Coil Stand-offs. Engineered and manufactured to hold up against the rigors of racing, these valve covers will give your engine that classic GM look.

Each valve cover is individually pressure tested proving that they can withstand the harsh elements of racing and making them a perfect fit for street rod and racing applications.

Each valve cover is made from 6061-T6 billet aluminum and is available in a satin silver anodized and polished and clear anodized

finish.

###

NEW dB PERFORMANCE EXHAUST SYSTEM BY CORSA AVAILABLE FOR 2011 JEEP WRANGLER JK



BEREA, Ohio - dB Performance Exhausts by CORSA offers an off-road, axle-back exhaust system designed specifically for the new 2011 Jeep Wrangler JK.

The Jeep Wrangler JK Off-Road Exhaust System (Part #24413) has a 2.5-inch straight-through, nonrestrictive design that delivers maximum airflow and a 44% exhaust flow gain in flow-bench testing. Featuring 1.75 inches of clearance over the stock system, the stainless steel dB exhaust is ideal for the off-road community that wants both increased durability and quality.

Watch a video of the dB Jeep Wrangler Off-Road Exhaust System in action at

http://www.youtube.com/watch?v=Uxca_78i6_Y, where the company demonstrates the stainless steel system's durable construction by running over the muffler with a Jeep. You can also hear the exhaust's unique sound, which delivers a bold exterior tone while still allowing Jeep owners to enjoy drone-free cruising speeds.

The Jeep Wrangler JK dB Performance exhaust systems are also available in Single Rear Exit (Part #24411) and Dual Rear Exit (Part #24412) designs. At 2.3 lbs. lighter than stock, these systems deliver a performance gain of 7 hp and 5 lb.-ft. of torque.

Installation hardware and an illustrated installation guide are included with the limited 10-year warranty, bolt-on exhaust systems. The dB Performance Exhaust systems are available from select performance dealers and distributors nationwide.

As part of the TMG Performance Products, LLC group of companies, dB Performance Exhausts delivers an aggressive sound and attractive look for today's truck enthusiasts. All dB Performance exhaust systems come with a 10 year warranty from the date of purchase against defects in material and workmanship.

For more information, visit www.dBexhaust.com or call 800.486.0999.

###

New Ford F-Series Drop In Filter



AIRAID engineers have been hard at work designing one of their most impressive filters yet. By utilizing a cone shaped filter to mesh with a flat panel base they added 35% More Surface Area to the filter inside the stock air box. More surface area translates into more airflow without compromising filtration. This increased airflow allows the engine to breathe better which increases horsepower, torque and overall fuel economy.

This filter is computer designed as a direct replacement for the stock OE filter available in either oiled or non-oiled filtration technology. Each filter is handmade, washable and reusable and comes with Airaid's Exclusive "No-Hassle" warranty.

- 35% More Surface Area: Increases Overall Airflow
- Hand Poured Urethane Body: Won't Crack or Shrink
- Made In The USA: Using Only the Highest Quality Materials
- Washable & Reusable: For Lifetime Use

###

NEW ALURACK ROOF RACK AVAILABLE FROM A.R.E.



MASSILLON, Ohio - A.R.E. has expanded its line of truck cap accessories with the AluRack by Prime Design - a 100% aluminum construction roof-mounted rack available from A.R.E. for full-size short bed and long bed trucks.

Featuring an over-the-cab design, the AluRack has a rear roller crossbar for easy material handling and removal. Its sturdy design, great styling and polished aluminum finish make it an ideal accessory for the commercial market.

"The AluRack is a great addition to today's commercial vehicles and hard-working trucks. Its strong yet lightweight construction allows owners to carry more tools and materials without adding excessive weight to the vehicle," said Bryan Baker, director of marketing, A.R.E.

The AluRack attaches directly to factory tracks (sold separately) on your A.R.E. cap and will work with most aftermarket tracks as well. A full range of channels and mountings specific to each type of vehicle allows for a no-drill installation and gives owners flexibility to move the rack to the most suitable position. The AluRack also comes with optional locking ladder "QuikClamp" attachments to easily and safely secure ladders for transport.

A.R.E. began manufacturing aluminum frame truck caps in 1969. Since then, the company has become a leading manufacturer of fiberglass truck caps and hard tonneau covers, and boasts 600 employees at its ISO-9001:2008-certified manufacturing facilities. They have a network of more than 600 independent authorized dealers throughout North America. For more information, contact A.R.E. at 400 Nave Rd. S.E., P.O. Box 1100, Massillon, OH 44648, email topline@4are.com or visit www.4are.com.

###

PRESS RELEASE FROM PERFORMANCE AUTOMATIC



Performance Automatic is pleased to announce its latest addition to our Street Smart Systems. The Chrysler 727 Stage 2 Street Smart Package. PA13104 is available for small and big block engines.

The 727's have been the backbone of Chrysler for over 40 years and we have thoroughly reworked these units by adding High Performance clutches and bands, high performance shift kit, a deep sump pan and many other upgrades. All transmissions are dyno tested, have a LIFETIME warranty, and are rated for up to 600 hp!

The PA13104, Street Smart Package includes our Stage 2 727 trans, an 11" 2400 stall converter, trans mount, dipstick and filler tube.

For more information or to find a dealer near you, please call 301-963-8078 or www.performanceautomatic.com

###

Meziere Introduces the new Super Duty electric water pump for Modular Engine Ford.





Meziere Enterprises now builds a pump for street enthusiasts that run aftermarket belt driven superchargers. If your application requires the pump to work under the added stress of a high tension supercharger belt we offer a great new product. With the proven Meziere 55 gallon per minute flow rate technology and dual bearing idler pulley, this pump can stand up to the beating that the high RPM and the higher belt tension dish out. As with all electric pump conversions from Meziere, you increase horsepower to the wheels by reducing the engine driven load. You also get quick cool downs when at the track and reduced temperatures during stop and go driving.

Keeping up with the performance industry has its challenges. The mechanical belt tension and high boost rates associated with the aftermarket centrifugal supercharges are deadly to the bearings in the accessories that share the belt with the supercharger. With that in mind we built the Super Duty pump to live where no other pump can.

The new Ford Modular engine Super Duty electric water pump, part number WP349S can be ordered through Meziere or any of our numerous dealers in the US, Canada and Australia.

Retail Price \$560.84

About Meziere Enterprises

Meziere Enterprises (www.meziere.com) is the most innovative supplier of performance water pumps in the world. We design, develop and manufacture performance parts for all forms of motorsports and the serious hobbyist. We build components, for performance vehicles, and original equipment manufacturers. We manufacture in North America, but sell to Europe, Asia, Australia and the Middle East. Our capabilities include the design, engineering, testing and manufacture of automotive cooling systems; driveline parts and chassis components. Meziere Enterprises is committed to product development, engineering, sales and customer service and is located in Escondido, California.

###

ANNOUNCING UNIQUE OIL FILTER ADAPTER FOR ALL LS ENGINES WITH AFTERMARKET OILPANS: THE FIRST OF ITS KIND



Lakewood, NJ: Stef's, the acclaimed oil pan maker from New Jersey, is celebrating its 20-year anniversary with the introduction of a unique, new oil filter adapter for LS engines. It is the first of its kind.

For the able LS engine trans-planter, the problem has not been one of finding the desirable power unit, rather one of getting it to fit within the surroundings of a different engine bay. Often the original cast aluminum oil pan presents clearance issues.

Horizontally mounted Stef's new oil filter adapter will fit all LS engines with aftermarket steel oil pans, including the LS1, 3, 4, 5, 7, and 9. It also fits aftermarket blocks including those of Dart, Chevy LSX, RHS, and World.

Designed for convenience with easy filter changing and improved header clearance, Stef's new adapter features internal oil passageways of 5/8in diameter, offers provision for oil cooler hoses, and is supplied complete with oil filter and mounting hardware.

The adapter kit comprises the adapter body, which is made of billet aluminum 6061 T6; filter element; mounting bolts and O-rings that seal the adapter to the oil pan; two removable AN-8 bungs, for oil cooler hoses; and a nipple to secure the oil filter to the adapter.

Assigned with part number 6742, Stef's complete LS oil filter adapter kit is priced at \$240.30 and is available for immediate delivery.

For more information contact:

Stef's Fabrication Specialties, 693 Cross Street, Lakewood, NJ 08701

Telephone (732) 367-8700 or visit www.Stefs.com or e-mail Joe Stef at JoeStef99@AOL.com

###

PRESS RELEASE FROM PERFORMANCE AUTOMATIC



Performance Automatic is proud to announce that its C4 Super Comp transmission, PA26107, has been the only racing transmission that has had a LIFETIME warranty for the last 10 years. Expertly assembled with the finest parts is how we can produce such a unit.

Rated for up to 1000 horsepower, this unit can take whatever it is you have to dish out!. Starting out with our 26-spline hard shaft, Pro Pump, 6 clutch drum, our 6 gear Power Roller Planet set, reverse manual trans-brake valve body, High Performance clutches and bands.

Then we finish it off with a deep aluminum pan and our Pro shift servo. Our race proven, PA26107 C4 Super Comp Trans begs you to

Bring The Power! Guaranteed forever, this is the last C4 you have to buy.

For more information or to find a dealer near you, please call 301-963-8078 or www.performanceautomatic.com

###

HOW TO IMPROVE YOUR LS at a SINGLE STROKE: NEW LUNATI STROKER CRANKS FOR LS7



Olive Branch, MS: In February, 2010 Lunati unveiled six new Pro Series stroker crankshafts for the LS7 with stroke lengths of 4.325in to 4.625in. This year they have concluded the range by adding a further four. American-made the stroke lengths of these new crankshafts are as follows: 4.000in (P/N: JO711ER); 4.125in (P/N: JU711ER); 4.185in (P/N: JL711ER); and 4.250in (P/N: JP711ER).

Earlier, Lunati introduced ten stroker cranks for LS1 engines. Both series of cranks (LS1 and LS7) encompass stroke lengths of 4.000in to 4.625in and feature conventional 2.559in main bearing journals and 2.100in rod bearing journals. OEM rod lengths of 6.125in are recommended on strokes from 4.000in to 4.185in., but on the remaining longer strokes, from 4.250in to 4.625in., Lunati recommends 6.300in connecting rods for a better stroke-to-rod ratio. All of these cranks are now shelf-stock items.

In addition, Lunati offers custom grinds to any dimension within this stroke range.

Furthermore, custom grinds can be obtained with either standard crank pins (2.100in) or with larger big-block-style pins (2.200in), which adds durability to engines with power adders.

Using American-made premium 4340 steel forgings these cranks are capable of handling 1,500-plus horsepower. They are endowed with micro-polished and lightened connecting rod journals to reduce rotating mass, micro-polished and gun-drilled main journals to reduce overall mass, special counterweight profiles to direct oil to the bearings and reduce windage, and Lunati's exclusive finite detailing, profiling, and pulse-plasma nitriding processes. The latter provides consistent journal surface finish without affecting core hardness.

Derek Scott, head of this reputable old firm, originally founded in 1969, maintains a focus on two pragmatic objectives: cutting edge technology coupled to "plain ol' fashioned superior service." They haven't failed him so far.

Lunati's long-stroke cranks are in stock and ready to ship.

For more information contact:

Lunati, 11126 Willow Ridge Drive, Olive Branch, MS 38654

Telephone (662) 892-1500 or visit www.LunatiPower.com or e-mail Derek Scott at techsupport@LunatiPower.com

###

Magnuson Announces Supercharger for the 2011 Mustang 5.0L - Available March 16, 2011

VENTURA, Calif., Feb. 4, 2011 /PRNewswire/ -- Magnuson, LLC announced today that it will be releasing a 50 state emissions compliant supercharger system for the 2011 Ford Mustang equipped with the 5.0L "Coyote" engine. The target release date is March 16th 2011.

About the 2011 Mustang 5.0 Liter "Coyote" Engine

This new 5.0 more than lives up to its pre-production hype, producing 412hp and 390ft.lbs of torque, with advanced features like a cross-bolted main bearing aluminum block, 32-valve DOHC alloy heads and Twin-Independent Variable Cam Timing (Ti-VCT). Additional features such as piston cooling jets that spray oil on the under sides of pistons, and a large 8-quart capacity oil sump simply add to the reliability of this robust engine that is built for supercharging.

About the Magnuson MagnaCharger Supercharger

Like Ford, Magnuson started with a clean sheet when designing its MagnaCharger for this 5.0L engine. The centerpiece is a Magnuson MP1900 or MP2300 (consumer choice) TVS® supercharger. These four-lobe high-helix hybrid roots type superchargers are highly efficient and very quiet - the same Eaton® supercharger technology found on the new ZR1 Corvette. "Think of it as a virtual 428 Cobra Jet", said Ed Tresback President and COO of Magnuson when asked about the power from this MagnaCharger Kit. Initial testing at 7psi of boost has shown a 120 rwhp increase over stock. These superchargers are built around Magnuson's high-flow supercharger housing with exclusive power grid technology and feature an integrated bypass valve insuring outstanding drivability and increased fuel economy.

The supercharger is mounted on the engine with an equal-length-runner intake manifold that houses an integral air-to-water charge cooler. Magnuson delivers on its promise of "Power without Compromise" by duplicating all factory manifold connections, supplying new high volume fuel injectors with factory push lock connectors, fittings and all other components needed for an OEM level installation that does not require you to "cut or hack" your new Mustang. Each MagnaCharger includes a pre-programmed hand-held tuner that re-flashes the factory ECU with an engine calibration.

For more information please contact:
Magnuson, LLC
Brian Zacuto
Vice President; Sales & Marketing
1990 Knoll Drive
Ventura, CA 93003
Phone: 866-534-6417
Visit Magnuson on the Web: www.MagnaCharger.com

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