

2012 Dodge Charger SRT8 Debut

February 9, 2011, Dodge Brand President and CEO Ralph Gilles, unveiled the 2012 Charger SRT8(R) during the vehicle's world debut at the Chicago Auto Show today.



Featuring a 6.4-liter HEMI(R) engine that delivers an estimated 465 horsepower and 465 lb.-ft. of torque, all-new paddle-shift technology and a two-mode adaptive damping suspension, Charger SRT8 delivers intelligent performance, ride and handling, as well as interior and exterior styling. The 2012 Dodge Charger SRT8 will arrive in dealer showrooms in the fall of 2011.

"We're continuing the fast-paced rebuilding of Dodge as our performance brand, and the expansion of our SRT product lineup in 2012 is an important part of our rejuvenation," said Ralph Gilles, President and CEO, Dodge Brand - Chrysler

Group LLCs. "The new 2012 Dodge Charger SRT8 builds on the iconic four-door fastback coupe design of the all-new Charger and adds a much larger power band across the rpm range, along with intelligent performance attributes and safety and creature comforts for customers who are passionate about performance driving."

Estimated power ratings for the 2012 Dodge Charger SRT8 are 465 horsepower and 465 lb.-ft. of torque, including an estimated additional 80 lb.-ft. of torque at 2,900 rpm. Specific horsepower, torque and fuel economy numbers will be announced closer to the vehicle introduction.

Building upon the standard Fuel Saver technology (four-cylinder mode) found in the new 6.4 HEMI V-8, a new for 2012 active valve exhaust system allows the technology to engage over a wider rpm range, which delivers improved fuel efficiency or the use of all eight cylinders when the power is needed.

An active intake manifold and high-lift camshaft with cam phasing provides maximum low-end torque for impressive standing starts while optimizing high-end power.

For the first time in any Chrysler Group LLC SRT product, standard paddle-shift technology joins the standard AutoStick on the floor shifter. Both are mated to the proven W5A580 five-speed automatic transmission, allowing a choice of spirited shifting on the road and the racetrack.

Both shifting methods give the driver the ability to shift while the transmission controller calibration prevents situations that might over rev the engine. Fully adaptive electronic control of all shifting makes the powertrain more responsive while minimizing harshness.

New for 2012, the Dodge Charger SRT8 features an adaptive damping suspension that uses a wide

range of on-road and driver inputs, such as vehicle speed, steering angle, steering speed, brake torque, throttle position and lateral acceleration, to automatically tune the suspension for specific conditions. Drivers also can manually choose between "Auto" and "Sport" settings that quickly change the shock damping and harshness characteristics from the ease of everyday commuting to harsher, more challenging driving situations.

The performance SRT-tuned, fully hydraulic steering system also is improved with a new, heavy-duty pump and revised gearing to give drivers more direct feel and on-center response.

New, split five-spoke, 20-inch lightweight forged and polished aluminum wheels with black painted pockets provide great looks, and the available three- or four-season tires make the 2012 Dodge Charger SRT8 easy to handle and fun to drive.

World-class stopping power for the 2012 Dodge Charger SRT8 comes through four-piston Brembo calipers and vented/slotted rotors measuring 14.2 inches up front and 13.8 inches in the rear.

The Charger SRT8's Ready Alert Braking system anticipates situations when the driver may initiate an emergency brake stop and engages the electronic stability control pump to set brake pads against rotors in order to decrease the time required for full brake application.

Exclusive new front and rear fascias, along with a new rear spoiler, distinguish the 2012 Dodge Charger SRT8 with a high performance look.

The front grille, grille surround and Dodge crosshair feature high-gloss black finishes and the SRT badge. A newly sculpted hood features a 6.4 L (liter) badge and black air exhauster for added engine cooling.

In the rear, the Charger's new signature "racetrack" taillamp design with 164 illuminating LEDs receives new 4-inch round dual exhaust tips and an SRT8 decklid badge to boldly show the Street and Racing Technology DNA.

Unique side-sill cladding is painted to match the body color.

A newly designed underbody belly pan features integrated brake ducting to improve cooling and brake fade performance at all four corners.

Building upon the all-new design from 2011, the interior environment of the 2012 Dodge Charger SRT8 combines more world-class accommodations with race-inspired technology and appointments.

An all-new, leather-wrapped, SRT-exclusive steering wheel features a unique rim section with a flattened bottom surface that showcases the SRT logo. The standard paddle shifters flank both sides of the new steering wheel behind the new contoured palm rests.

For the high-performance look, carbon-weave, fiber aluminum interior trim pieces are integrated into the new instrument panel and shifter bezel.

The front seats have unique, aggressive bolstering and perforated suede insert fabric to help "grip" the driver and passengers, keeping them in place during spirited driving. Heated and ventilated front seats are standard. Reactive headrests also are standard. The SRT logo is embroidered in the seat backs. Rear seats also are heated for passenger comfort.

Modified door trim panels feature unique bolster material and accent stitching on arm rests to match the seats.

New for 2012, the Dodge Charger SRT8 features a 900-watt, 19-speaker premium SRT performance audio surround-sound system from harmon/kardon®. The intuitive user interface for the system is controlled through the state-of-the-art Uconnect® Touch on the largest standard touchscreen display (8.4-inch) in the segment. Benchmarked against the best E-segment sedans from Europe, Asia and North America, the easy-to-use system also features Uconnect Voice to deliver world-class functionality to keep

all passengers easily connected, comfortable and secure.

Exclusive Performance Pages are new for 2012 and included within the touchscreen display. The instrument panel display can be customized to view driver preferences and expanded to include instant feedback on steering input measurements, horsepower, torque, expanded engine information, along with 0-60 mph time, 60-0 braking, g-forces and one-eighth mile and quarter-mile times. The color graphic Electronic Vehicle Information Center also includes the Performance Pages timers and added engine information.

For everyday commuting, the 2012 Dodge Charger SRT8 incorporates features like Keyless Enter-N-Go, adaptive-cruise control with Forward Collision Warning and Blind-spot Monitoring with Rear Cross Path Detection, to keep drivers and passengers secure.

Standard front-row reactive head restraints, standard full-length side-curtain air bags, driver's knee bag and standard front seat-mounted side-thorax air bags offer enhanced occupant protection to passengers in the event of a collision.

Standard three-mode electronic stability control with segment-exclusive Ready Alert Braking and Rain Brake Support safety features, offer improved overall vehicle handling and performance both on the road and the track.

2012 DODGE CHARGER SRT8

- Introduction Date: Fall 2011 as 2012 model
- Engine: 6.4-liter (392 cubic inch) HEMI V-8
- Estimated Power: 465 bhp
- Estimated Torque: 465 lb.-ft.
- Estimated Handling: .88g on skidpad
- Estimated Top Speed: 175 mph
- Estimated 0-60 mph: High 4-second range
- Estimated ¼ mile: High 12-second range

NHRA Tax Exempt Status Under Scrutiny

The IRS has received an anonymous complaint, challenging the tax-exempt status of the National Hot Rod Association (NHRA). The complaint contends that the drag racing organization's activities mimic those organized by for-profit automobile entertainment companies.

"Public information reveals that the NHRA operates like a commercial business by providing specific services to its members --whether in the form of prize money to winners or payments to race track operators or other private groups benefiting from the racing events," said Marcus S. Owens, former director of the exempt organizations division at the IRS and now a senior member in the Washington law firm Caplin & Drysdale.

Owens, who wrote the complaint on behalf of his client that wishes to remain anonymous, also noted that a large portion of NHRA's revenue, totaling approximately \$122 million in 2008, is derived through cash received at drag racing events, activities normally organized by for-profit entities such as NASCAR or the International Hot Rod Association (IHRA).

Owens cited documents filed in 2007 with the U.S. Securities and Exchange Commission that called the NHRA's assets a "business" that included a TV deal with ESPN, the NHRA brand name, five racetracks, and 20,000 hours of video and film.

Those documents were filed in connection a proposal by NHRA to sell its operations for \$120 million to HD Partners Acquisition Corp., a Santa Monica firm then led by Eddy Hartenstein, who is now the publisher of the Tribune Co.-owned Los Angeles Times. HD Partners shareholders later voted down the

deal.

The letter further identifies other issues, including questionable governance structures and compensation practices. Though the Association boasts an 80,000 member roster, members do not possess voting rights to elect an independent Board of Directors to approve compensation and other matters pertaining to its Officers and Directors.

At present, compensation is determined by a "personnel committee", who are likely to be selected and paid by NHRA officials. Based on NHRA's 2008 tax filings, two of the Association's executives received compensation well beyond industry standards. Thomas Compton, the Association's President and Board Member, received \$771,632 in total compensation. Dallas Gardner, Chairman of the NHRA Board, received \$319,073 for one single hour of work per week. Comparable data indicates that average total compensation paid to CEOs at the ten largest trade associations in the United States was \$642,447 in 2006 for full-time positions.

The NHRA denied it operates as a for-profit business and has been compliant under section 501(c)(6) of the Internal Revenue code for years.

"NHRA was granted exempt status by the IRS decades ago and has operated accordingly ever since," the NHRA said in a statement. "In its annual tax returns filed with the IRS, NHRA has clearly laid out its operations. Claims that NHRA is not operating properly are baseless and not supported by any action from the IRS."

Owens, the former head of the IRS exempt organizations division, said the NHRA complaint would be sent to the IRS exempt organization examination office in Dallas, where it would be reviewed by a committee of senior agents.

If they determine the NHRA should be audited, the case would be sent to a revenue agent group, most likely near the organization's headquarters in Glendora, Calif., to review its finances and activities.

Should the IRS determine that NHRA has been operating as a for-profit business in violation of its tax-exempt status, the organization could be taxed on its revenue for as long as it's been acting like a business, according to Owens.

About Caplin & Drysdale

Caplin & Drysdale provides a full range of tax and legal services to companies, organizations, and individuals throughout the United States and around the world. The firm also provides exempt organization counseling, political activity law counseling, complex litigation services, employee benefits counseling, private client services, corporate law counseling, and white collar defense. For more information, visit www.caplindrysdale.com.

SOURCE Caplin & Drysdale

February New-Vehicle Sales Forecast To Be Up 19%

On February 23, TrueCar.com released its February 2011 sales and incentives forecast. The forecast shows the following:

- For February 2011, new light vehicle sales in the U.S. (including fleet) is expected to be 924,516 units, up 19 percent from February 2010 and up 13 percent from January 2011 (on an unadjusted basis)
- The February 2011 forecast translates into a Seasonally Adjusted Annualized Rate (SAAR) of 12.5 million new car sales, down slightly from 12.61 million in January 2011 and up significantly from 10.41 million in February 2010

- Retail sales are up 12 percent compared to January 2011 and up 27 percent from February 2010
- Fleet and rental sales are expected to make up 20 percent of total industry sales in February 2011
- The industry average incentive spending per unit will be approximately \$2,708 in February 2011, which represents an increase of five percent from January 2011 and down less than one percent from February 2010
- Used car sales* is estimated to be 1,710,750, down 15 percent from January 2011 and up six percent from February 2010. The ratio of new to used is estimated to be 3:1 for February 2011

"We are finally seeing some consistency in new car sales with SAAR above the 12 million range over the past five months," said Jesse Toprak, VP of Industry Trends and Insight for TrueCar.com. "With solid demand in the marketplace, SAAR will continue to stay at or above its current rate for the rest of the year."

Forecasts for the top seven manufacturers for February 2011:

Unit Sales Forecast			
Manufacturer	Feb 2011 Forecast	% Change vs Jan 2011	% Change vs Feb 2010
Chrysler	88,806	26.7%	5.2%
Ford	151,611	19.4%	10.4%
GM	194,341	8.6%	37.7%
Honda	89,061	16.8%	10.4%
Hyundai/Kia	72,463	11.5%	24.8%
Nissan	79,097	10.1%	12.7%
Toyota	127,762	10.3%	27.7%
Industry	924,516	12.8%	18.6%

"Unlike GM of the past decade, the new GM's increased incentive spending has been well calculated," said TrueCar.com's Toprak. "If GM is able to increase their sales volume by over 30 percent while increasing incentive spend by 10 percent, they should do that every month."

Toprak continues, "Toyota's increase was helped by the automaker being at the epicenter of their recall crises last year and before their incentives push. Toyota will have a hard time increasing market share until later this year, when new models are expected to hit the showroom floor."

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

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

About TrueCar Data

TrueCar obtains data directly from numerous sources including automotive dealers, technology companies, data aggregators, and analytics companies within the automotive space. We also acquire vehicle configuration data, customer and dealer incentives data, financing and loan data, vehicle registration and insurance data, and much, much more. TrueCar is insatiable about data with our goal to find 100% of all purchase transactions, even if that means finding the same transaction multiple times

from multiple sources within the car-buying ecosystem. Our data is among the most timely and comprehensive in the industry, as we are able to process most car sales within a week of the actual sales date, and have a substantial fraction on the site within 48 hours of the actual sale. TrueCar believes the greater our informational accuracy, the greater benefit we provide to both dealers and consumers.

SOURCE TrueCar.com

Consumers Still Shopping For Trucks And SUVs

Despite the average price for a gallon of gas rising above \$3 and reports that it could soon top \$4 per gallon, consumers still showed strong interest in large trucks and SUVs listed for sale on AutoTrader.com in January. According to AutoTrader.com's January Trend Engine Report, trucks and SUVs accounted for nine of the top 20 most-searched new cars, 12 of the top 20 most-searched used cars and 11 of the top 20 most-searched Certified Pre-Owned (CPO) cars. AutoTrader.com's Trend Engine Report provides in-depth analysis of car shopping behavior and trends each month based on vehicle shopping activity and auto listings trends on the site.

"With automakers debuting many small cars in 2011-combined with predictions about the future cost of fuel-the battle of the small cars could really heat up this year," said AutoTrader.com President and CEO, Chip Perry. "However, our site traffic for the past couple of months clearly indicates that \$3 per gallon isn't enough to dissuade American consumers from large vehicles in the large numbers we've seen during previous gas price spikes."

In examining previous times of rising gas prices, AutoTrader.com analysts noted that \$3.50 per gallon may be a tipping point for consumers-where searches for trucks and SUVs can start to decline and searches for more fuel efficient cars begin to increase.

"Every time there's a spike in gas prices the 'New Normal' for gas prices goes up, requiring even higher prices to encourage consumers to alter their car shopping patterns," said Perry. "When gas prices crossed \$2 per gallon, we saw an increase in interest in smaller fuel efficient cars. Two years ago when gas prices went really high, that interest was magnified dramatically. Right now, consumers seem relatively comfortable with the price of gas, which pushes other things to the top of their consideration lists when shopping for a car - things like utility, style and size. If gas prices continue to creep up, there is a price at which more consumers will again put fuel economy back at the top of their car-shopping list and we will likely see that change in activity very early on our site."

Movement for Trucks and SUVs on New Vehicle List; Pre-Owned Vehicle Lists Stable

Ford was the No. 1 most-searched brand for new and used vehicles in January. The only change noted for the most-searched vehicle brands was that Volkswagen edged out Hyundai in January to take the No. 10 spot on the list of new-car brands. Those two brands have been in a months-long battle for a spot in the top 10.

On the list of the top 20 most-searched new cars on AutoTrader.com in January, there were five newcomers to the list month-over-month. The new Chevrolet Camaro came in at No. 11, up 10 spots month-over-month; the new Ford Explorer came in at No. 13, up an impressive 31 places from December; the new Chevrolet Corvette leapt eight places to land at No. 17; the new Toyota Tacoma moved up five places to the No. 19 spot and the new Hyundai Sonata crept up four places to the No. 20 position. Of these newcomers, only the Hyundai Sonata has been aggressively marketed for its fuel economy.

Additionally, three out of the four vehicles that leapt 25 or more places year-over-year were SUVs: the new Honda CR-V up 25 places to the No. 8 spot; the new Ford Explorer moved up an astounding 93 places, from 106 in January 2010 to No. 13 in January 2011; and the new Jeep Grand Cherokee rose 33 places to the No. 14 spot in January 2011. Again, the fuel-efficient Hyundai Sonata was the only sedan to show such impressive growth on the list, moving up 30 places year-over-year.

There was little change in the lists of the most-searched used vehicles and most-searched CPO vehicles month-over-month. With only slight position changes here and there, there was only one newcomer to each of the top 20 pre-owned lists month-over-month-and both were Ford vehicles. On the list of the most-searched used vehicles, the Ford Explorer rose three places month-over-month to the No. 19 spot. On the list of most-searched CPO vehicles, the Ford Mustang also rose three places month-over-month, landing at No. 18.

The CPO Audi A4 was the only vehicle on the list of most-searched CPO vehicles in January 2011 that was not in the top 20 a year ago. The A4 moved up three places year-over-year, from No. 21 in January 2010 to No. 18 in January 2011.

Average Asking Prices Healthy for New and Used

Average asking prices for new vehicles in January reinforce the notion that the auto industry recovery is well underway. Asking prices were up on 14 of the top 20 new vehicles, with four vehicles seeing an increase of more than four percent year-over-year. Three of those four vehicles were Fords: the new Ford F-150 saw its average asking price increase 4.4%, from \$36,053 in January 2010 to \$37,649 in January 2011; the new Ford Mustang gained 4.6%, moving from \$32,564 to \$34,082 year-over-year; and the popular new Ford Explorer saw its average asking price increase a whopping 7.2% from \$35,496 in January 2010 to \$38,047 in January 2011. However, the vehicle that made the biggest year-over-year price jump was the Hyundai Sonata, which had an average asking price increase of 11.47%, moving from \$21,237 to \$23,673.

On the used vehicle front, the prevailing 2010 trends continued in January. Prices for the majority of used vehicles continued to rise in the face of still-limited supply and strong demand. Prices were up on 16 of the top 20 most-searched used vehicles. Trucks and SUVs accounted for all of the year-over-year average asking price increases over 4%: the used Dodge Ram 2500 increased 4.1% from \$24,101 to \$25,099; the used Toyota Tundra increased 4.3% from \$21,830 to \$22,783; the used Chevrolet Silverado 1500 increased 4.6% from \$18,793 to \$19,664; the used Jeep Wrangler increased 4.6% from \$19,123 to \$20,017; the used Ford Explorer increased 4.7% from \$15,378 to \$16,106; and the used Ford F-250 increased 5.8% from \$23,069 to \$24,406.

Certified Pre-Owned Prices Take a Dip

Conversely, average asking prices for CPO vehicles took a noticeable dip in January 2011. Prices were down on 13 out of the top 20 most-searched CPO vehicles on AutoTrader.com. Three vehicles saw average asking price decreases of more than seven percent, with the CPO Toyota Highlander dipping 7.5%, from \$26,018 in January 2010 to \$24,065 in January 2011; the CPO Ford F-150 decreasing 10.1%, from \$26,226 to \$23,569 year-over-year; and the CPO Ford Mustang decreasing 10.7% from \$22,132 to \$19,756 year-over-year.

On the list of most-searched CPO vehicles for January 2010, trucks and SUVs accounted for seven of the eight price decreases over five percent. However, all seven of those trucks and SUVs rose more than 5% year-over-year according to average asking prices from December 2010, so the January dip could simply represent a return to normalcy for trucks and SUVs in the CPO market.

"Throughout the last half of 2010, we were seeing asking prices increase steadily across the board, which really points to healthy signs for the economy," AutoTrader's Perry continued. "Prices increase when demand is up and sales are healthy. Overall, January was a great month for auto sales, so we'll be keeping a close eye on the average asking prices for CPO vehicles in February to see if this is an anomaly or if the prices continue to fall."

The last time that the majority of average asking prices for CPO vehicles took a year-over-year dip was during September of 2010. That time, it turned out to be an anomaly, as prices rebounded nicely the next month.

SOURCE AutoTrader.com

OEMs Targeting Auto Accessory Sales

GM has launched a program to recognize outstanding accessory sales and per new unit retail volume, and MOPAR is expanding its accessory lines.

Recognizing the exceptional growth in accessories sales revenues at GM dealerships using the GM Accessories Digital Solution, General Motors and Chrome Systems, Inc., a subsidiary of DealerTrack Holdings, Inc recently unveiled a new awards program honoring top performing U.S. regional and national GM Dealers and Distributors.

The inaugural GM Accessories Digital Solutions Dealer and Distributor Awards will recognize individual dealers for outstanding accessories sales and per new unit retail (PNUR) volume, as well as the best use of technology in 2010. The awards will honor regional winners and recognize a national winner in the areas of top in-store process, top sales store and top distributor.

"Accessories are arguably the best way to add profit to every vehicle sold or serviced," said Philip Fallis, director, Operations - Emerging Technology, Chrome Systems. "GM dealers across the country are increasing their accessories sales and per new unit retail volume using the GM Accessories Digital Solution, powered by Chrome, and we are recognizing their success and the stellar efforts of the distributors with these awards."

According to Jamie Burnell, national sales manager, Accessories for GM, "Since inception, GM Dealers using the solution have grown their accessories sales. This year's award winners are prime examples of how leveraging the digital solutions available to our dealers and distributors can have a positive impact on one's bottom-line."

The GM Accessories Digital Solution, powered by Chrome, is the only accessories solution endorsed by GM for its dealers and distributors. The solution has one-of-a-kind functionality, including dynamic 360-degree, 3D visualization for most GM vehicles and a 24-hour turnaround of GM validated parts and pricing.

Recognizing that consumers continue to customize their vehicles, the Mopar Division of Chrysler Group is expanding its accessory portfolio. Consumer spending for Mopar® accessories on Chrysler, Dodge, Jeep® and Ram vehicles nearly doubled in 2010.

"More of our customers are driving out of our dealerships with Mopar accessories on their vehicle," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group's service, parts and customer-care brand. "With 16 new vehicles including our new Fiat 500, Mopar will add more than 1,500 accessories to our portfolio this year."

Mopar currently offers more than 8,000 accessories. Following is a list of Mopar's top-10 selling accessories in 2010:

1. Wheel Lock Kit: Wheel locks are available for most models and have an exclusive key code for maximum protection. Available in one- and two-piece styles, kits include four or five chrome-plated locking nuts, and one exclusive Mopar key. The kit protects against wheel and tire theft without affecting wheel balance. (MSRP ranges from \$44 - \$46, depending on vehicle and part application)
2. Roadside Safety Kit: Safety kit includes flashlight, fleece blanket, six-gauge jumper cables, safety triangle, screwdrivers, pliers, two bungee cords and gloves. (MSRP: \$103.00, Part No. 82211983)
3. Mopar Portable Navigation System: This Garmin nuvi® 1490T premium system packs a ton of features into a slim design with a 5-inch screen. The system includes lane-assist with junction view, pre-loaded maps, pedestrian navigation options, traffic alerts, ecoRoute™ that calculate a fuel-efficient route,

integrated hands-free Bluetooth® wireless technology with a built-in microphone and speaker, integrated FM traffic receiver, and free lifetime traffic updates. (MSRP: \$309.00, Part No. 82212211)

4. Mopar Electronic Vehicle Tracking System (EVTS): Mopar's industry-first Electronic Vehicle Tracking System (EVTS) works 24/7 with nationwide coverage to keep track of your vehicle. This GPS-enabled real-time tracking system includes a \$1,000 Theft Protection Warranty and is transferable. Optional upgrade plans provide Emergency Service Dispatch and an OnCall™ on-board panic button. Features such as setting speed and distance parameters with text alerts, unlimited online tracking, and full concierge service are also offered. (MSRP: \$459, Part No. 82212457)

5. Premium Carpet Floor Mats: Thick, durable and color- matched for a strong, integrated appearance. Front mats feature a rubber-nibbed backing to keep them firmly in place and are custom-contoured for an exact fit. (MSRP ranges from \$36 - \$118, depending on vehicle and part application)

6. Slush Mats: Custom-fit mats feature deep grooves that help prevent water, snow, and mud from ruining vehicle's carpet. Mats are available for front and rear compartments depending on vehicle model. (MSRP ranges from \$41 - \$162, depending on vehicle and part application)

7. Molded Splash Guards: Mopar splash guards offer long-lasting durability. They are custom-contoured for a stylish flare and deflect gravel, salt and other road debris away from the vehicle. Sold in pairs and feature a vehicle or brand logo based on vehicle or part application. (MSRP ranges from \$45 - \$55, depending on vehicle and part application)

8. Mopar Bedliners: Skid Resistor bedliner's ribbed construction helps keep cargo from shifting and promotes drainage from bed. Mopar liners are molded of a high-density polyethylene blend for added durability. Tailgate cover also included. Also available for Ram 1500 RamBox. (MSRP: \$336, part numbers vary depending on vehicle and application)

9. Chromed Tubular Side Steps: Mopar's heavy-duty premium steps are built to last and are available in chrome or black depending on vehicle. Side steps feature slip-resistant step pads for easy vehicle entry and exit. (MSRP ranges from \$327 - \$717, depending on vehicle and part application)

10. Hitch Receivers and Towing Accessories: In addition to hitch receivers for a range of vehicles, Mopar also offers hitch balls, receiver plugs, and ball-mount adaptors. (MSRP varies depending on vehicle and part application)

SOURCE Chrysler Group LLC and DealerTrack Holdings, Inc.

Ram To Introduce New Model

The Ram Truck Brand today announced that it would launch a new Ram 1500 model aimed squarely at first-time buyers and owners who are looking for a vehicle with performance and style that they can customize and make their own.

The as-yet-to be-named Ram 1500 model has been developed under the code name "Adventurer," and borrows the formula of the highly acclaimed 2011 Ram Tradesman.

The Ram Tradesman -- unveiled Feb. 9, at the Chicago Auto Show -- is a value-priced, HEMI®-powered Ram 1500 regular cab truck that appeals to a cost-conscious, new-vehicle buyer who doesn't want to give up performance and capability. The unnamed new Ram 1500, like the Ram Tradesman, offers buyers a standard HEMI V8 engine with its 20 mpg rating for the same price competitors are charging for their V6 engines.

"We know we have the formula right," said Ram Truck President and CEO Fred Diaz. "Now we just need

a great name that promotes pride of ownership. This new Ram model will be an attractive alternative for a younger or first-time buyer looking for performance at an affordable price. Case in point, it will have more horsepower and a lower base price than our competitors' entry-level performance cars with the added benefit of versatility and capability."

Ram Truck executives had planned to introduce the new Ram 1500 model later in the 2011 calendar year, but based on an overwhelming response to the Ram Tradesman, pulled ahead launch plans and opened the dealer ordering process with only a code name - Adventurer - to work with.

"This is going to be a great-looking, sports truck," added Diaz. "A buyer will be able to drive off in a new HEMI-powered Ram Truck with money left over for other things, like Mopar accessories. There's nothing in the market - and that includes other trucks, as well as cars -- that can compete with this truck's blend of style, exhilarating performance and value."

In addition to the 5.7-liter HEMI V8 engine with 390 horsepower and 407 lb.-ft. of torque, Ram 1500 "Code Name: Adventurer" comes loaded with features that emphasize its high-performance character.

The first thing drivers will notice is the Ram's racy, monochromatic paint scheme. A body-colored grille with black honeycomb inserts, body-colored front fascia and body-colored rear fascia with chrome-tipped dual exhausts shout "high-performance." The new Ram model will also get fog lamps and 20-inch aluminum wheels with locking lug nuts. There's also a locking tailgate, cargo lamp, rear-bumper step pad, 6" x 9" side-view mirrors and rear wheel-well liners.

Standard features also include a 160-amp alternator, 26-gallon fuel tank, 3.55 rear axle ratio, 700-amp maintenance-free battery, four and seven-pin trailer wiring harness, heavy-duty front and rear shock absorbers, front and rear stabilizer bars, power rack-and-pinion steering, halogen headlamps, heavy-duty engine and transmission cooling and a full-size spare tire.

Inside, the new truck will get a heavy-duty vinyl 40/20/40 split-bench seat, and buyers will have a choice of vinyl or carpeted floor covering. Other features include air conditioning, an instrument cluster with tachometer and 120-mph speedometer, 12-volt auxiliary power outlet, four-spoke tilt steering wheel, six-speaker media center with CD and MP3 player, as well as audio jack input for mobile devices, automatic headlamps, behind-the-seat storage bins, driver and passenger assist handles, power accessory delay, rear dome lamp, rear-view day/night mirror, tinted glass windows, tip start and variable intermittent windshield wipers.

Safety features include advanced multistage front air bags, supplemental front curtain and side air bags, anti-lock four-wheel disc brakes, electronic stability control, height-adjust shoulder belts, sentry key theft deterrent system and tire pressure monitoring warning lamp.

It's available in Bright Silver Metallic, Bright White, Brilliant Black Crystal Pearl, Deep Cherry Red Crystal Pearl; Deep Water Blue Pearl; Flame Red, Hunter Green Pearl and Mineral Gray Metallic.

Buyers can choose their own options. In addition to a Class IV receiver hitch, Ram 1500 "Code Name: Adventurer" is available with long list of options.

Factory-installed exterior options include Mopar chrome tubular side steps, Mopar chrome steel bed rails, folding and heated trailer-tow power mirrors with supplemental signals and courtesy lamps, spray-in bedliner and under-rail bedliner.

Inside, buyers can choose a cloth 40/20/40 split-bench seat, Uconnect voice command with Bluetooth, rear-view auto-dim mirror, remote USB port, sliding rear window, cruise control, instrument cluster with vehicle information center display screen, tire pressure monitoring display, power one-touch windows, remote keyless entry, Sirius Satellite Radio and either carpet or rubber floor mats.

There's also choice of two optional rear-axle ratios (3.21, 3.92), anti-spin differential, engine block heater

and trailer brake controller.

Ram Truck Code Name: Adventurer comes as a regular cab, short-bed model, with a choice of 4x2 or 4x4 drivetrain. When equipped with an optional Class IV hitch, the new Ram will tow a maximum trailer weight of 10,450 lbs.

Manufacturer's Suggested Retail Price for the new truck - Code Name: Adventurer - will start at \$23,830, including \$975 destination charge. It will arrive in Ram Truck dealerships in second quarter 2011.

SOURCE Chrysler Group LLC

Cars That Avoid Crashes

Despite a recent decline in traffic fatalities nationwide, nearly 34,000 people were killed on U.S. roads last year and more than 2 million were injured. What if we could cut these numbers in half or more? What if cars, trucks, buses, and even bikes and motorcycles could "talk" to each other to detect dangerous situations and help drivers avoid crashes before they happen?

This future could be closer than you think thanks to a cooperative partnership between the U.S. Department of Transportation (DOT) and major automakers, which is developing connected vehicle technology that could potentially prevent or reduce the impact of 4 out of 5 unimpaired crashes.

"Connected vehicles will alert drivers if another vehicle is about to run the red light, when a car in their blind spot drifts too close for comfort, if there's a crash ahead or even if the next bridge is getting icy," explained Scott Belcher, President and CEO of the Intelligent Transportation Society of America (ITS America), who noted that vehicles can also be equipped with pre-emptive braking systems to help drivers slow down. "By warning drivers about safety hazards, connected vehicles have the potential to save many thousands of lives each year."

ITS America, the nation's largest transportation technology association, recognized this partnership between the ITS Joint Program Office, part of the U.S. DOT's Research and Innovative Technology Administration, and two auto industry groups, the Crash Avoidance Metrics Partnership (CAMP) and the Vehicle Infrastructure Integration Consortium, with its Smart Solution Spotlight award for working collaboratively to develop and deploy life-saving vehicle technology.

"For less than the cost to replace an airbag, your new car will soon help you and your loved ones avoid crashes before they happen thanks to the efforts of U.S. DOT, Ford, General Motors, Toyota, and all of the CAMP partners," said Belcher.

Connected vehicles combine leading edge technologies - GPS, Wi-Fi, wireless sensors, and dedicated short-range communications (DSRC) using the 5.9 GHz band allocated by the Federal Communications Commission - to enable high-speed, real-time communication between moving vehicles, transportation infrastructure, and mobile devices.

Further research and testing is being undertaken to support an expected decision in 2013 by the National Highway Traffic Safety Administration (NHTSA), which could potentially require the technology to be installed in all new light vehicles. A similar decision for trucks is expected to take place in 2014. A key part of the research is a Safety Pilot test which will include a series of Driver Clinics around the U.S. where participants can experience connected vehicle technology in a controlled environment. The Safety Pilot also includes a model deployment of up to 3,000 vehicles which will be deployed in a real world environment where partners will be able to evaluate how motorists react to this technology. In addition, the model deployment will provide real world data to support the 2013 and 2014 decisions.

The first driver clinic will take place following the 18th World Congress on Intelligent Transportation Systems (ITS), the largest transportation technology event in the world which will take place from October 16 - 20, 2011 in Orlando, Florida. This event will kick off a series of six driver clinics across the country. In addition, partners will host demonstrations of connected vehicle technology during the ITS World Congress where attendees will get the opportunity to test the new vehicles at a nearby race track.

Belcher noted that in addition to the tremendous safety benefits, connected vehicles would provide the public with better travel options and services including real-time information and navigation to avoid traffic gridlock, find better routes to work, check transit schedules, locate and reserve a parking space, and pay tolls automatically.

To solicit new ideas from the public on these potential technology applications, the Research and Innovative Technology Administration (RITA) also recently launched the Connected Vehicle Technology Challenge, a national competition seeking ideas for products and applications that could use DSRC-based connectivity between vehicles to make transportation safer, greener and easier.

Selected prize recipients will receive funded opportunities to present their winning ideas at the 18th World Congress on ITS in Orlando, Florida, with the goal of unleashing a new breed of advanced wireless technologies to make universal vehicle connectivity a reality. The Connected Vehicle Technology Challenge runs from January 24 through May 1, and competition rules and additional details can be found at www.Challenge.gov.

For more information on CAMP or the Connected Vehicle Technology Challenge, please contact Mike Pina, Communications Manager at the ITS Joint Program Office, at (202) 366-3700, or michael.pina@dot.gov.

About the Intelligent Transportation Society of America

ITS America is the leading advocate for ITS technology development and deployment in the United States. ITS America was established in 1991 as a not-for-profit organization to foster the use of advanced technologies across America's surface transportation system. Members include private companies and industry leaders, government agencies at all levels, universities and research laboratories. For more information, visit www.itsa.org.

Industry Press Releases Feb 25

aFe Releases Their New DPF-Delete Race Exhaust Products for the 2011 Ford Power Stroke V8-6.7L Turbo Diesel

Corona, Ca...advanced FLOW engineering (aFe Power), an industry leader in performance intakes, filters, manifolds, intercoolers and exhaust systems is pleased to announce the release of their new 4" DPF-Delete race exhaust for the 2011 Ford Super Duty with V8-6.7L Power Stroke turbo diesel.





The aFe Mach Force XP DPF-Delete race exhaust system eliminates the use of the restrictive diesel particulate filter (DPF) for maximum performance and extreme mileage gains. This free flowing exhaust system outflows the factory exhaust by 300cfm is constructed out of durable 4" mandrel bent 409 stainless steel and uses bayonet style hangers and band clamps for a clean installation. This system comes complete with all tubing, muffler, bayonet hangers, band clamps and is finished off with a high luster 6" polished 304 stainless steel, rolled, slash cut tip. You will be shocked at the performance and mileage improvement you will see from this system. This system requires the use of a controller with a DPF-delete function.

Note: This system weighs 85lbs less than the factory exhaust for increased performance and fuel economy. This is a "Race Only" product used solely for competition. Its use is limited to closed-course racing that is formally sanctioned by a recognized racing organization. Any other use, including recreational off-road use, could be in violation of local, state and federal laws. This system also requires an aftermarket electronic module to work properly with the vehicle.

Part Number 49-43034 (4" Exhaust System with Muffler) Retail for \$579.

Part Number 49-43035 (4" Exhaust System without Muffler) Retail for \$495.

Part Number 49-43036 (4" DPF-Delete Race Pipe) Retail for \$259.

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

###

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

SOURCE Magnuson, LLC

###

DYNOTECH ENGINEERING JOINS GOODGUYS ROD & CUSTOM ASSOCIATION CHOICE PRODUCT GIVEAWAY PROGRAM



TROY, Mich. - Dynotech Engineering Service has become an official partner of the Goodguys Rod & Custom Association's Choice Product Giveaway Program, offering members their custom steel, aluminum and carbon fiber driveshafts.

As part of the program, Dynotech driveshaft products will be featured at each of Goodguys' 18 national events this year. In addition, attendees will have a chance to win a custom Dynotech drawnover mandrel (DOM) Steel Driveshaft at the shows.

"Dynotech has had a great reception from the Goodguys organization, and we are very excited to be involved at each of the national events this year," said Steve Raymond, general manager, Dynotech Engineering Services. "With the number of high horsepower cars attending their events and being built around the country, this relationship is a positive opportunity for our business to provide a perfect solution for their members' driveline upgrades."

Dynotech Driveshafts will be exhibiting at the following Goodguys events: the All American Get-Together in Pleasanton, Calif. March 26-29; the 6th Bridgestone Nashville Nationals in Nashville, Tenn. May 20-22; the Goodguys PPG Nationals in Columbus, Ohio July 8-10; and the 19th Lone Star Nationals in Ft. Worth, Texas Sept. 30-Oct.2. For a complete list of 2011 Goodguys events, which begin in March and run through November, visit www.good-guys.com.

A leading manufacturer of custom steel, aluminum and carbon driveshafts, all Dynotech driveshafts are hand assembled, computer welded and high-speed balanced to the highest standards in the industry. The company has built driveshafts for OEM support and replacement, as well as for racing, muscle car, hot rod, four-wheel drive and specialty applications.

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.

About Goodguys

Goodguys is the world's largest rod & custom association with membership exceeding 70,000 worldwide. Their aim is to provide car owners and enthusiasts alike with fun, family oriented events where the main objective is to have fun with automobiles. For more information, call 925.838.9876 or visit www.goodguys.com.

###

Total Suspension Bushing Kit for 5th Gen Camaro (Street Version)



Minimize suspension deflection and improve overall handling in your 2010-2011 Camaro with a Total Suspension Bushing Kit from BMR Suspension. Manufactured from low-deflection polyurethane, this kit consists of the Street version Rear Cradle Bushing Kit (BK020), Rear Suspension Bushing Kit (BK021), and Front Suspension Bushing Kit (BK022). The BMR Total Suspension Bushing Kit (BK023) minimizes bushing deflection in all front and rear suspension links. Reduced suspension deflection ensures maximum tire contact resulting in better traction and more consistent and predictable handling abilities.

To preview all of BMR's high-performance suspension parts, please visit www.bmrsuspension.com, email sales@bmrsuspension.com,

or contact them at
BMR Suspension,
12581 US Highway 301 North,
Thonotosassa, FL 33592,

813-986-9302 office
813-986-8055 fax

###

New Electric Pump for 2010/2011 Camaro and Corvette





Camaro and Corvette owners will be glad to know we have been hard at work to produce an electric pump for their new performance vehicle.

No shortcuts were taken when it was time to design and build this beauty.

Boasting our industry topping 55 GPM flow rate and a two year warranty unmatched by any other manufacturer, this pump is the ideal upgrade for owners looking to gain 11-14 horsepower at the rear wheels.

It incorporates an idler to make installation easy and all of your existing accessories functional. We also have provided heater and bypass connections.

Call today for more details. 760-746-3273

Or on the Web: WWW.MEZIERE.COM

Meziere Enterprises Inc.
220 S. Hale Ave.
Escondido, CA 92029

###

PTE PW66 External Wastegate



The newest addition to Precision Turbo and Engine's product line is the highly-anticipated 66mm PW66 external wastegate (PN PBO085-3000). Constructed from high grade, high temperature stainless steel and billet aluminum components, wastegate offers the best in strength, style and functionality at an affordable price. It features a 347 stainless investment cast valve body and is fully adjustable. It also utilizes a unique V-band clamp which holds the wastegate cap to the main body structure and allows for an unlimited number of ways to position the wastegate port. PTE's 66mm external wastegate also incorporates unique, stabilizing "Precision Pins" which prevent the inlet and outlet flange from spinning.

About Precision Turbo and Engine, Inc.

Since 1987, Precision Turbo and Engine has been a leader in turbocharger technology for street and race applications. PTE offers a full line of custom turbochargers, wastegates, accessories, intercoolers, fuel injectors and stand alone engine management systems. The knowledgeable and friendly staff has experience with a wide variety of vehicles. Each sale comes with expert advice and support.

Contact:

Precision Turbo and Engine, Inc
616A S Main Street, PO Box 425
Hebron, IN 46341
P: (219) 996-7832
F: (219) 996-7749
<http://www.precisionturbo.net/>

###

2010 CAMARO EXHAUST SYSTEM AVAILABLE FROM CORSA PERFORMANCE

New Premium Exhaust for Camaro SS 6.2L Eliminates Drone during Cruise



BEREA, Ohio - CORSA Performance Exhausts, a TMG Performance Products company, has engineered a premium performance exhaust system for the all-new Chevrolet Camaro SS 6.2L.

The latest exhaust system fits the 2010 Camaro LS3 with a 6-speed manual transmission (part #14951) as well as the L99 with automatic transmission (part #14952). CORSA's patented Reflective Sound Cancellation™ (RSC™) technology works in conjunction with the L99's Active Fuel Management system to eliminate drone even when the Camaro is in 4-cylinder mode.

CORSA's cat-back Camaro exhaust features a dual rear exit with Single 4-inch Pro-Series tips. The XO-pipe is included with the exhaust, which has a straight-through, 2.5-inch nonrestrictive design specifically created for the

2010 Camaro.

"Our exhaust systems are unique because of leading-edge RSC technology that gives your Camaro a bold, new voice when on the throttle and a drone-free experience while cruising," said Craig R. Kohrs, VP and general manager, TMG Performance Products. "In addition, CORSA is able to produce and ship product within 5 to 7 days. Our goal is to focus on the customer by providing the highest quality performance exhaust system - and to do so efficiently - so enthusiasts can quickly outfit their new Camaros with a premium exhaust."

Designed to increase the Camaro's performance, CORSA's automatic exhaust system flows 19.5% better and is 19 lbs. lighter than stock. The manual system delivers 6.5% improved flow and is 14 lbs. lighter than stock.

Complete installation hardware and instructions are included with the Camaro exhaust systems, which can be purchased from your local dealer and through select retailers/distributors nationwide. Visit www.corsaperformance.com to find a dealer near you. A Limited Lifetime Warranty guarantees the exhaust system for as long as you own your vehicle.

The exhaust systems are engineered and crafted in the United States from premium stainless steel, and all tips are double wall, highly polished stainless steel laser etched with the CORSA logo.

CORSA Performance Exhausts, a TMG Performance Products, LLC company headquartered in Berea, Ohio, is a leading manufacturer of premium performance exhaust systems for cars, trucks, SUVs and marine applications. Through its patented Reflective Sound Cancellation (RSC™) technology, CORSA Performance Exhausts provides the industry's only guaranteed drone-free driving experience backed by premium performance and superior customer service.

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

###

NEW BREMBO PRO SERIES RACE KIT



Using its successes in the highest levels of road racing, including nine overall victories at the 24 Hours of Le Mans in the past ten years, Brembo Racing engineers have developed dedicated brake systems for some of the most demanding classes of road racing in America. Brembo Pro Series Race Kits feature Brembo Racing 4 or 6 piston calipers, Brembo Racing slotted rotors with lightweight aluminium bells, Brembo Racing pads and necessary brackets and hardware.

The new line of Brembo Pro Series kits is designed to meet the needs of the dedicated race car. Based on proven, championship winning Brembo Racing designs, Pro Series calipers are machined from racing-specific billet

alloy to increase stiffness and enhance pedal feel at elevated temperatures. Pro Series calipers utilize high-temperature, severe-duty Brembo Racing pistons and seals that are designed and thus better suited for track applications.

Brembo Racing's extra-thick pads feature high-torque race compounds designed to deliver high friction levels at a wide range of temperatures, high sensitivity to pressure modulation and high-temperature, fade-free performance. Brembo's special materials consist of metallic compounds with blended carbon and graphite particles to provide a high-temperature lubricant base. The result is smoother, predictable and consistent brake engagement along with exceptional release characteristics not found in most racing friction materials.

Brembo Pro Series Race Kits are now available for NASA, SCCA and various other Club and track day applications.

###

New MUSTANG STRUTS FROM QA1



QA1 is pleased to introduce its updated Mustang Struts. These struts are now available in either single adjustable, double adjustable or drag race "R" series adjustable configurations for '79 to present Mustangs.

QA1 also offers a complete selection of double, single and drag race "R" series front and/or rear shocks for '64 to present Mustangs.

QA1's double adjustable struts provide 18 positions of compression adjustment and 18 positions of rebound adjustment, for a total of 324 possible valving combinations.

Single adjustable struts provide 18 positions of simultaneous rebound and compression adjustment. Drag race "R" series struts are designed specifically for drag racing and feature a fixed firm compression with 18 positions of rebound adjustment to control how quickly the weight is transferred to the rear of the car.

With simple on-the-car adjustment, all it takes is a turn of the knob(s) for quick and precise valving changes to go from street to strip to road racing.

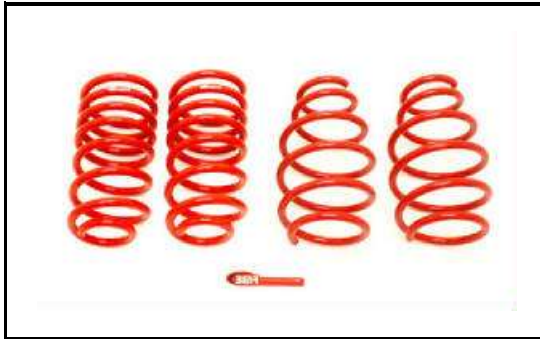
The new struts feature easy bolt-in installation, and the aluminum threaded bodies allow for coil-over conversion and ride-height adjustment. All QA1 struts are made in the U.S.A., individually dyno tested and serialized.

They are also revalveable and rebuildable by QA1 Authorized Service Centers. Take control of your suspension with QA1 and feel the difference.

For additional information or a catalog, visit QA1's website at www.qa1.net or call 952-985-5675.

###

BMR Suspension 1.4" Lowering Springs for the 2010 Camaro



Improve the handling and cosmetic appeal of your 5th Gen Camaro without sacrificing ride quality with a set of Lowering Springs from BMR Suspension.

The front springs lower the vehicle by 1.4" and have a spring rate of 220 pounds per inch.

The rear springs lower the vehicle by 1.4" and have a spring rate of 460 pounds per inch. Both springs are constructed from high tensile silicone chromium spring wire.

A set of BMR Lowering Springs (SP022) will lower the center of gravity and dramatically increase the cornering capabilities of your F-Body.

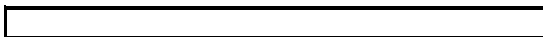
Front springs (SP023) and rear springs (SP024) also sold separately. Installation time of 3-4 hours. Available in a red powdercoat finish.

To preview all of BMR's high-performance suspension parts, please visit www.bmrsuspension.com, email sales@bmrsuspension.com, or contact them at BMR Suspension, 12581 US Highway 301 North, Thonotosassa, FL 33592, 813-986-9302, Fax: 813-986-8055.

www.bmrsuspension.com/index.cfm?page=pressrelease

###

BRIDJIT CURB RAMPS LAUNCHES SOCIAL MEDIA INITIATIVES





Kent, Wash. - To help spread the story and bring awareness to the problems caused from the installation of nearly nine million rolled curb driveway entries across the U.S. and Canada, Bridjit Curb Ramps has launched several social media initiatives. The company now has a presence on Facebook and LinkedIn. In addition, they have an active You Tube video channel, an e-newsletter and a company blog.

John Curry, founder and president of Bridjit, explained that when consumers connect with Bridjit through social media they are able to see the product in use, review installation

instructions, view testimonials, and read news updates.

"We hear from consumers all the time who are frustrated by the jarring experience that happens each time they enter or leave their driveway because of a rolled curb driveway entry," said Curry. "With this focused social media effort, we're communicating to more customers and opening up the lines of communication for feedback and input."

The Bridjit Curb Ramp is a green product made from crumb rubber sourced from recycled tires. It is simple to install and is available in four foot modular sections that can be linked together to cover most driveways. No bolting to the concrete is required to keep the sections in place. A three section (left, right and center) set sells for a MSRP of \$299. Additional modular sections may be purchased at \$99 per section, plus freight.

Bridjit Curb Ramps are sold nationwide both direct from the company and through a number of Internet and retail resellers. For more information, phone: (877) 522-6611, e-mail: info@bridjit.com, or visit: www.bridjit.com.

###

SPX LAUNCHES NEW GLOBAL MOPAR(r) TECHAUTHORITY II WEBSITE FOR CHRYSLER GROUP, LLC

AUBURN HILLS, Mich., February 21, 2011 - SPX Service Solutions, selected by Chrysler Group LLC as the administrator of the new Mopar TechAuthority website, has recently launched a revamped, global website: techauthority.com:

the official source for all Chrysler Group LLC vehicle service information and supplies.

The enhanced site provides the most comprehensive, authentic OEM vehicle information available: specialized service, diagnostic, wiring, training information, as well as diagnostic tools for 1981 and later model year Chrysler Group vehicles. Information on this public site is available to professional technicians as well as independent repair shops, do-it-yourself mechanics and educational institutions, and provides the same information used every day in the service department by dealership technicians.

The new website offers visitors improved search functionality and enhanced tools for researching specific vehicle repair information. Printed copies of a variety of manuals including Owner's Manuals, Diagnostic Manuals, Service Manuals and Body Repair Manuals, can be purchased and shipped almost anywhere in the world. The global site is available in English, French, German, Italian, Spanish and French Canadian.

Visitors can purchase a 3-day, 30-day or 1-year subscription to TechAuthority Online, which provides electronic access to most of the same service and repair information available in print, including: wiring diagrams detailing circuit schematics, repair procedures highlighting step-by-step removal and installation instructions for vehicle components, diagnostic procedures, technical service bulletins (TSB), owner manuals and more. Vehicle flash reprogramming is also included with a TechAuthority Online

subscription at no additional charge. A preview of the TechAuthority Online content is available so customers can be sure the information they need is available prior to purchase.

Online training courses are also available for purchase and provide in-depth technical training for both new and experienced technicians. Technical training courses are available in multiple skill areas including Engine Performance, Engine Repair, Electrical, Brakes, Automatic Transmission, Body Systems and more.

Visit www.TechAuthority.com today for all of your Ram, Dodge, Jeep, Chrysler, Plymouth and Eagle service and repair information needs.

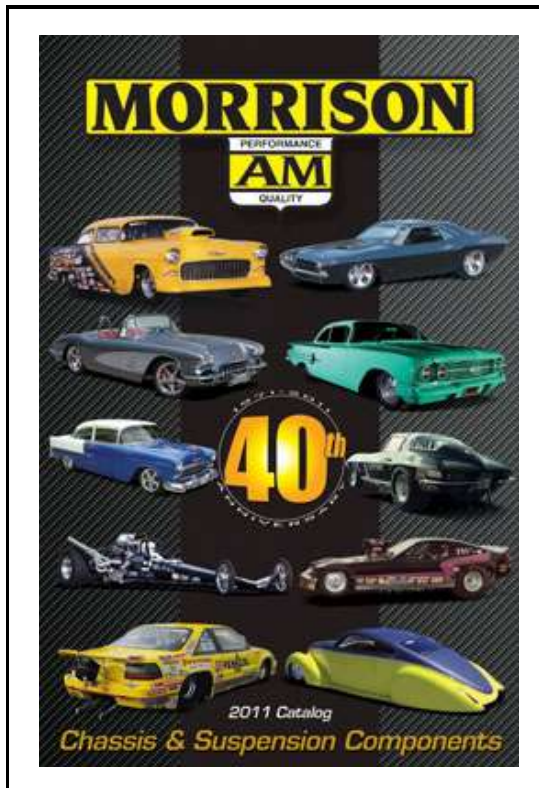
About SPX Service Solutions

Headquartered in Warren, Mich., SPX Service Solutions has almost 100 years of automotive industry experience and supports car companies and dealerships worldwide with diagnostic equipment, tools and services. With offices around the world, SPX designs, manufactures and markets a fully integrated family of global brands providing special service tools, advanced diagnostic and shop equipment and technical information for vehicle servicing and maintenance.

For more information, please visit www.servicesolutions.spx.com.

###

40th ANNIVERSARY 2011 CATALOG FROM ART MORRISON ENTERPRISES



Noted chassis and suspension components manufacturer Art Morrison Enterprises has marked its 40th anniversary with a special catalog that pays homage to many of the landmark vehicles that shaped the company's history.

From its humble beginnings in 1971, AME has grown from a one-man fabrication shop into a leading manufacturer of complete chassis with a customer base that includes many of the nation's most honored builders.

The 68-page full-color publication features detailed information about the firm's popular GT Sport chassis that are engineered to provide sports car-like handling to a wide variety of '50s, '60s and '70s cars. These "bolt in" chassis are a prime factor in the burgeoning popularity of the "Resto Mod" style vehicles that combine classic styling with contemporary handling, ride and performance.

Morrison's 2011 catalog also details a full line of custom-made frames, front and rear clips, suspension components and rear end housings. Do-it-yourself home builders will also find a wide assortment of brakes, shock absorbers, steering gear and specialty hardware. And the company's drag racing roots are covered by AME's unique "SuperCar" chassis kits, roll bar kits, wheel tubs and the like.

It's available online at www.ArtMorrison.com for viewing and download, while requests for printed copies can also be processed on the website, as well as by calling 800-929-7188. Art Morrison Enterprises is located at 5301 8th Street East, Fife, WA 98424

###

Boom Mat Introduces - Under Carpet (UC)

A New Second Layer Sound Deadening and Insulation Mat



Provides Added Insulation for Quieter, Cooler Interior

AVON LAKE, OHIO (FEBRUARY 23, 2011) - Boom Mat™, a division of Design Engineering, Inc. (DEI) and a leading brand of automotive performance acoustical and thermal insulation, introduces an innovative insulation product that will help keep your vehicle its quietest ever. Under Carpet™ (UC™) is a second layer sound deadening and insulation mat that will help you maintain a quality ride experience by preventing unwanted noise from being transferred into the vehicle's interior. In addition to its sound deadener properties, this two layer acoustic material provides superior insulation; keeping your vehicle cool in

the heat of summer, and warmer in freezing weather.

UC is made up of a top layer of flexible, one pound per square foot mass loaded barrier material, and a bottom layer of high quality industrial acoustical grade foam. These combined materials offer the most ideal way to maintain a "new car" driving experience by eliminating squeaks, rattles, vibration and unwanted engine noise and heat.

UC can be added under carpet, on fire walls, or anywhere in the interior of a vehicle where additional sound deadening or insulation is needed. For the ultimate experience in a quiet ride and interior comfort, Boom Mat recommends using UC over Boom Mat vibration dampening material.

UC can be mechanically fastened in place, or tacked in place with Boom Mat Hi-Temp Spray Adhesive on both vertical and overhead surfaces. UC is 3/8" thick and available in three sizes: 24" X 54" (9 sq. ft.), 48" X 54" (18 sq. ft.), and 54" widths sold by the linear foot; part numbers: 050100, 050101 and 050102 respectively.

For more information on Boom Mat's new Under Carpet (UC) sound deadener and insulation mat, visit: www.BoomMat.com. For technical assistance on this and other Boom Mat products, call toll free at 800-264-9472, or e-mail: Sales@DesignEngineering.com.

About Boom Mat™

Boom Mat, a Design Engineering, Inc. Performance Products Company (DEI) was founded in 1995 by the late Dale Markley and is based in Avon Lake, Ohio. Boom Mat is the leading aftermarket supplier sound control and thermal protection products sold to the motorsports, automotive, motor cycle, powersports and marine enthusiast markets. Boom Mat offers the most complete and effective means to improve acoustical and thermal insulation for vehicle interiors. For more information on Boom Mat products, visit: www.BoomMat.com, call 800-264-9472 or e-mail: Sales@DesignEngineering.com.

About Design Engineering, Inc. (DEI)

Design Engineering, Inc. (DEI) was founded in 1995 by the late Dale Markley and is based in Avon Lake, Ohio, is the leading aftermarket supplier of thermal tuning, heat, and sound control products. Additionally, DEI manufactures Ny-Trex™ nitrous systems and components that are sold nationwide to the motorsports, automotive, motorcycle, powersports and marine enthusiast markets. DEI engineered products offer the most effective means to improve an engine's cooling efficiency to enhance performance. In 2009, Design Engineering entered the turbocharging market by partnering with SPA Turbo of Brazil to become the official North America supplier of SPA turbos and components.

###

AMC TIMING COVER FOR THE 304-360-401 V8 ENGINES FROM PROFORM PARTS



Roseville, MI: Original timing chain covers can warp, crack, leak and internally corrode over time. Proform® Parts has the solution to these common maladies, with this all new high-quality casting (#69500) for the 304, 360 and 401 CID AMC V8 engines. Designed to optimize the original factory design, this Proform direct replacement is perfect in every way.

Like all Proform parts, it's manufactured for a precise fit and will take any brand of replacement cover gaskets. A new crankshaft oil seal is supplied with the cover. With many of these AMC engines reaching the half-century-old mark, many original covers are simply wearing out. Now is the time to replace yours with this easy to install Proform replacement.

Proform Parts has a complete line of quality automotive upgrade and replacement parts for most classic and

contemporary cars and trucks. They manufacture and sell parts for GM Performance Parts and Ford Racing, as well as a comprehensive line of internal and external engine upgrade parts. Visit www.proformparts.com to find the quality Proform parts you need.

For additional information contact the performance experts at Proform Parts,
P.O. Box 306,
Roseville, MI 48066,
586-774-2500,
Fax: 586-778-7775.
Call today! PROFORM, parts that PERFORM.

###

Soup Up Your Super Coupe With Ron Francis Wiring



Ron Francis Wiring is pleased to introduce their latest addition to the "Detail Zone" wiring kits for fuel-injected cars.

The MG-38 wiring kit for the '89 - '93 Ford Thunderbird Super Coupe simplifies what can be a complicated system.

By utilizing Ron Francis Wiring's popular panel style wiring kit, the ECM can now be mounted anywhere and the wiring can be run however you wish, while maintaining all the functions of the factory system.

This makes it great for the guy that wants to use the supercharged 3.8L V6 motor in a custom application.

As with all their "Detail Zone" wiring kits, everything you need is included and clearly labeled, along with complete instructions.

Should you get stumped, their friendly and knowledgeable assistance is just a phone call away.

For additional information please visit www.ronfrancis.com or call 610-485-1981.

NOTE: Digital copies of this press release & photos are available for download at

www.driversseatmarketing.com/rfw

###

XS Power AGM Batteries Get a Fresh Charge

Knoxville, TN (XS Power) February 14, 2011 - XS Power Batteries is excited to announce a change in ownership. The AGM portion of XS Power was recently purchased by Systematic Power Solutions, LLC owned by Scottie Johnson. Mr. Johnson was formerly the Sales Manager for XS Power. He has been fully hands on for some time now, and expects a smooth transition. "We are excited about the opportunities ahead for 2011. We are actively seeking new dealers in all areas of the US, and see a solid, lasting future in front of us", stated Scottie Johnson.

To prepare for future growth, the company has moved to a new location, 2847 John Deere Dr. Suite 102, Knoxville, TN 37917. Previously, the offices were in a separate location from production and distribution facility. Now they will be housed under one roof, with plenty of room for expansion. Johnson adds, "The convenience of our new location has allowed us to expand our inventory, prepare for future growth and to enter new markets such as Marine and Powersports later in the year."

XS Power has become the battery of choice for many mobile audio enthusiasts, as well as racers of all sorts. "We are pleased to be associated with such a loyal group of competitors and performance enthusiasts. We look forward to continue developing these relationships and nurturing new ones."

For additional information please visit www.4xspower.com or call 865-688-5811.

Company Contact:
Scottie Johnson
XS Power Batteries
865-688-5811, x1209
scottie@xspowerbatteries.com

###

INTRODUCING NEW BE COOL "OE SERIES" ALUMINUM RADIATORS





Essexville, MI--By customer demand Be Cool has expanded their industry proven product line with their NEW Be Cool OE Series radiator that combines a modern aluminum core design with Factory Finish, and correct appearing Ribbed Factory Tank design of a stock OEM copper/brass/lead unit. They even feature GM-Style mounting flanges and OEM-style stamped filler neck. Downflow models receive GM style side panels.

Now, 1955-57 Chevrolets, 1968-72 GM A-bodies, 1967-69 Camaros, or 1955-72 Corvettes can still look original but they wont overheat with a new Be Cool OE Series Radiator. Not only will your new radiator look stock, it won't leak. More than a dozen models cover most GM stick and automatic applications.

These new Be Cool OE Series Aluminum radiators feature an OE black finish and come with a new factory OE replacement radiator cap where applicable. Four rubber mounting saddles are included for GM A-body applications while rubber grommets are included for pin-mounted Corvette radiators. Automatic transmission versions feature transmission cooling line fittings in the original thread size and location.

The Be Cool OE aluminum radiators are being introduced at exactly the right time. In addition to being inefficient, copper/brass/lead OE radiators are now very fragile due to their age while the ability to have them repaired diminishes each day as old fashioned repair becomes a dying art. Like every other Be Cool product, these new Be Cool radiators are made in the USA. Like all Be Cool radiators, the new Be Cool OE series includes a free one-year warranty that is doubled to two years with the use of Be Coolant Super Duty Antifreeze.

For more information regarding Be Cool products:

Be Cool Inc
310 Woodside Ave.
Essexville, MI 48732
www.becool.com.
(800) 691 2667

###

Jeep Grand Cherokee WK/Commander XK 4" Suspension System - Press Release #32



Fits:
(2005-2007) Jeep Grand Cherokee WK 4WD
(2005-2007) Jeep Commander XK 4WD

4" Lift Kit
Kit # J20- Price: \$1499.95

[view kit online](#)

Coldwater, MI-February 18, 2011- Jeep Grand Cherokee WK and Commander XK owners can now take advantage of an affordable 4" suspension lift option built to perform on and off-road. Zone Offroad is proud to announce the

release of their 4" IFS lift kit. Designed and manufactured in the USA, this complete system includes new steering knuckles, drop crossmembers, and differential drop brackets. These components maintain factory operating geometry to ensure compatibility with the factory ESP system.

The lift is achieved with front struts spacers and new rear coils to maintain the factory ride. Different from the competition, Zone Offroad includes greasable rear upper adjustable control arms to give you the ability to fine-tune an optimal pinion angle. A rear track bar bracket is included to center the rear axle.

The Zone kit also contains front and rear sway bar links, brake line relocation brackets, and rear shocks. For increased offroad protection, a differential skid plate has been integrated. Upgrade your Jeep WK/XK with Zone Offroad and you won't be disappointed with the quality of the parts and value offered by this system.

For more info on this kit and others from Zone Offroad Products, check out zoneoffroad.com or call (888) 998-ZONE.

Quick Specs

Skill Level: 4 of 5

Installation Time: 8 hr

Max Tire size: 33 x 12.50 w/ fender modification

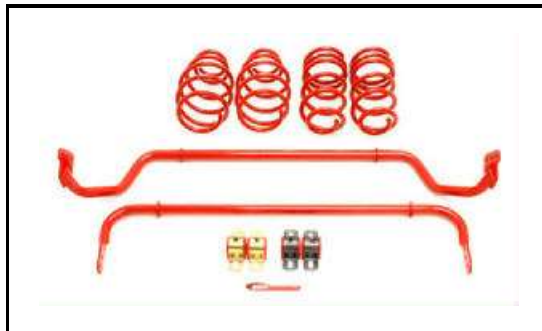
Wheels: 17x8, 18x8, or 20x8 w/ 5.5" BS

4" Lift Kit for Jeep Grand Cherokee WK 4wd & Commander XK 4WD

<http://zoneoffroad.com/blog/?p=1380>

###

BMR Suspension Level 1 Handling Package for 5th Gen Camaro



Improve overall handling in your 2010-2011 Camaro with a Level 1 Handling Performance Package from BMR Suspension.

This kit consists of a BMR Sway Bar Kit (SB030) and a BMR 1" Lowering Spring Kit (SP019). The front sway bar is cold formed from lightweight tubular DOM steel and have an outside diameter of 29mm. The rear sway bar is also cold formed from DOM steel and have a 25mm diameter.

The sway bars feature 3 adjustment locations and integrated thrust washers to prevent horizontal movement.

BMR springs are constructed from high tensile silicone chromium spring wire and come with a lifetime warranty against spring sag. The Level 1 Handling Performance Package (HPP018) will lower the center of gravity, decrease body roll and dramatically increase the cornering capabilities of your 2010-2011 Camaro. All components also sold separately. Sway Bars available in red powdercoat or black hammertone finishes and the springs are available in red powdercoat only. Installation time for the entire kit is 3-4 hours.

To preview all of BMR's high-performance suspension parts, please visit

www.bmrsuspension.com,

email sales@bmrsuspension.com,

or contact them at

BMR Suspension,

12581 US Highway 301 North,
Thonotosassa, FL 33592,

813-986-9302 office
813-986-8055 fax

###

2011 Hyper-Gate45



Completely redesigned for 2011, the new Hyper-Gate45 is a 45mm external wastegate designed with minimum size and maximum flow in mind. Smaller and lighter than the previous model, the new Hyper-Gate45 features a unique locking collar design. Tested and proven under the most demanding racing conditions, the new Turbosmart Hyper-Gate45 provides an excellent way of reliably controlling boost in a wide range of applications.

Features:

- 45mm high temperature stainless steel valve
- Lighter and smaller than old Hyper-Gate45:
New weight: 1.77 lbs, height: 4.01". Old weight: 2.34 lbs, height: 4.49"
- Collar locking design for reduced size and quicker spring changes
- Fitted with 7 PSI Middle spring standard
- Suits welding to 1.75" O.D. pipe
- Choice of Blue or Black colours
- Is compatible with other popular 44mm inlet and outlet weld flanges
- Supplied with Inlet and outlet weld flanges and V-Band clamps, valve seat, 2 X 1/16 NPT pressure nipples, 2 X 1/16 NPT Blanks, Collar removal tool

Application:

- Suitable for medium-large capacity engines with medium frame turbochargers systems
- Street and racing applications

Part Numbers

Part Number (Blue): TS-0506-1001

Part Number (Black): TS-0506-1002

Release date: 14th February 2011

MSRP: \$429.99

For more info contact

Turbosmart USA: 909 476 2570

11650 Mission Park Drive, Suite 103,
Rancho Cucamonga, CA 91730

Tel: 909-476-2570 Fax: 909-476-2594

Website: www.turbosmartUSA.com

E-mail: sales@turbosmartUSA.com

###

ACTRON IR THERMOMETER PRO PROVIDES TEMPERATURE VERIFICATION

FOR INDUSTRIAL, COMMERCIAL APPLICATIONS



CLEVELAND, Ohio - Actron®, the world sales leader in OBDII diagnostic tools, introduces the IR Thermometer PRO (Product Number CP7876) diagnostic tool. This non-contact temperature reader safely measures surface temperatures of hot, hazardous or hard-to-reach objects. The IR Thermometer PRO is ideal for a variety of applications, including automotive, electrical, HVAC/R, industrial and general home use.

Simply aim the laser pointer at the target, press a button and read the temperature display. The IR Thermometer PRO utilizes an innovative optical lens to provide highly accurate measurements over wide temperature ranges.

The unit features S.O.C. (System-On-Chip) technology that allows a complete IR design to be incorporated on a single chip, providing a lightweight unit that weighs only .5 lbs.

The infrared thermometer measures temperature by sensing the magnitude of radiated energy at infrared frequencies. Using this data and the actual temperature of the detector, the thermometer calculates the temperature of the surface that emitted the energy.

Technicians can use the IR Thermometer PRO to detect overheating electrical components, pinpoint radiator core restrictions, read the temperature of exhaust systems, electronics, cylinder heads, catalytic converters, heating and cooling systems, radiators, air-conditioning systems and brakes.

"This is a handy tool for DIYers and professional mechanics," said Jennifer Grabowski, product manager, Actron. "It's a great safety measure because you just point and click to get an accurate temperature."

For additional information regarding IR Thermometer PRO and other Actron precision electronic solutions, contact your Actron representative or call 800.228.7667. Product information is also available online at www.actron.com.

###

2011 Ford Explorer Ready to Roll With Owens TranSender Boards





Sturgis, MI (February 15, 2011) Owens Products, Inc., known for their sleek running boards with applications for pickups, vans, SUVs, and CUVs, announces the availability of their newest TranSender application for the 2011 Ford Explorer.

"It's always fun to be # 1," commented Gary Kirtley, CEO and Owens Products owner. "We are very excited to be first to market on these boards."

All-new for 2011, reviewers say that the Ford Explorer finally has what it takes to compete with the best midsize SUVs and crossovers on the market, naming it the 2011 North American Truck of the Year. Improved fuel economy,

adept performance and a comfortable interior once again make the Ford Explorer a great choice for a family vehicle. Now you can add rugged styling along with first class appeal by adding the Owens TranSender board.

The TranSender for the Explorer is available in four distinctive choices-ABS molded with step tread, TPO molded, extruded aluminum in bright or black with ABS end caps, and diamond tread with ABS end caps. The ABS and TPO molded boards are reinforced with a full step length galvanized steel support. All boards are paired with custom brackets. The Ford Explorer takes the 75" TranSender board and uses custom bracket kit 10-1174 - four brackets per side for extra heavy use. Custom fit and universal brackets are sold separately. Custom brackets require no drilling when body mount holes are provided. Application guides are available.

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.

###

BMR Suspension Torque Arm Suspension for 1970-1973 F-Body



Gain superior handling and greater adjustability in your 70-73 Camaro/Firebird with a Torque Arm Suspension from BMR Suspension. This complete kit comes with an adjustable torque arm, Watts Link, torque arm cross-member, coil-over conversion cross-member, lower control arms, and all necessary mounting hardware.

The torque arm is equipped with a Delrin-bushed, telescoping front mount for bind-free axle articulation and a pinion-angle adjustable rear mount. The Watts link centers the rear axle housing even if the suspension is fully extended or compressed. The BMR Torque Arm Suspension (TAS004, TAS005, TAS006) is a true bolt-in kit that can be installed without cutting or welding the floor

or frame. The suspension can be unbolted and the car can easily be returned to stock if desired. Applications for 10 bolt, 12 bolt, and Ford 9". The Ford 9" version includes a new Strange rear axle housing. Coilover shocks sold separately. Available in black hammertone or red powdercoat.

To preview all of BMR's high-performance suspension parts, please visit www.bmrsuspension.com, email sales@bmrsuspension.com, or contact them at BMR Suspension, 12581 US Highway 301 North, Thonotosassa, FL 33592,

813-986-9302 office
813-986-8055 fax

###

DISCOVER A NEW KIND OF CLUTCH RELEASE BEARING CONTROL



Columbia, SC: The greatest threat to a clutch release bearing is not failure in service but failure before it.

The two greatest obstacles rodders and racers face when installing a competition-style hydraulic release bearing are determining the correct amount of bearing movement on the piston sleeve and second, determining the exact proximity of a fully retracted release bearing to the diaphragm clutch fingers.

An easy solution to the first is to adopt Ram's new heavy-duty universal release bearing (PN 78180HD) combined with their new HSA clutch adjuster. The bearing features

bigger O-rings on the piston sleeve and housing and has additional sealing provided by Teflon backing rings. The clutch adjuster controls bearing movement and completely removes the risk of it crashing into the double spiral circlip at the end of the piston sleeve, should it mistakenly travel too far. Additionally it allows for adjustments to be made to the bearing travel before the parts are installed in the bell housing. The HSA clutch adjuster can also be used to correct pedal height troubles.

As a solution to the second problem, Ram provides the installer with sufficient shims and spacers and also supplies measuring information to determine the exact position of the fully retracted release bearing in relationship to the diaphragm fingers.

This data reveals three vital measurements that ensure perfect clutch operation. They can be found on Ram's technical webpage at the following link:

<http://www.ramclutches.com/Instructions/RAMBEARINGPOSITION1010.pdf>

This new universal bearing, which is sold with fittings, a bleed line, and bleed screw, suits a diverse range of applications, including late-model performance vehicles (Camaro, Mustang, Corvette); early muscle cars (both restored and resto-mods and those with modern manual transmissions); street rods; and Cobra kit cars.

Ram's new universal bearing and adjuster are priced at \$199 and \$138.95 respectively.

For further information contact:
RAM Clutches
201 Business Park Blvd.
Columbia, SC 29203
Telephone (803) 788-6034 or visit: www.ramclutches.com

###

Ny-Trex™ NpC - Progressive Nitrous Controller and Data Logger



Precision Nitrous Controller Replaces Primitive Knob & Switch Units

AVON LAKE, OHIO (FEBRUARY 11, 2011) - Ny-Trex™, a division of Design Engineering Inc. (DEI), proudly introduces its all new Progressive Nitrous Controller and Data Logger-the Ny-Trex NpC, a welcome addition to replace primitive knob and switch units.

The Ny-Trex NpC nitrous controller provides expert tuning of a nitrous system through a windows-based graphical interface providing a wide range of data-logging aids for precision tuning including: throttle position, RPM, and vehicle speed. This advanced nitrous controller and data logger also provides independent control of two stages of N2O. The unit, with its complete data logging capabilities and computer software, provides users with the analysis they need to quickly tune any N2O system for maximum

performance.

The Ny-Trex NpC is a step ahead of the competition as the only unit that provides both programmable window switches and multiple inputs and outputs. The non-linear progressive ramping function gives the user ultimate control over wheel-spin, allowing nitrous to be engaged only when needed. With the ability to log throttle position, RPM, vehicle speed, status of all inputs and outputs including two wide band O2 sensors and two 0-5V analog inputs, nothing was overlooked!

The unit can be easily installed. Heavy duty industrial grade clamping terminal blocks eliminate the need for soldering or crimping. The NpC comes complete with all installation and operating instructions, software CD, and USB cable for plug-and-play operation.

About Design Engineering, Inc.

Design Engineering, Inc. (DEI), founded in 1995 by the late Dale Markley and based in Avon Lake, Ohio, is the leading aftermarket supplier of thermal tuning, heat, and sound control products. Additionally, DEI manufactures Ny-Trex nitrous systems and components that are sold nationwide to the motorsports, automotive, motorcycle, powersports and marine enthusiast markets. DEI engineered products offers the most effective means to improve an engine's cooling efficiency to enhance performance. In 2009, Design Engineering entered the turbocharging market by partnering with SPA Turbo of Brazil to become the official North America supplier of SPA turbos and components.

About Ny-Trex

Ny-Trex, a nitrous oxide company founded in 2003, offers a complete line of nitrous oxide kits and components utilizing 21st century technology and was acquired by Design Engineering, Inc. in November 2008. For more information on Ny-Trex nitrous systems and components, and the complete line of Design Engineering thermal tuning products, visit: www.DesignEngineering.com. For technical information, call 1-

800-264-9472 or email: Sales@DesignEngineering.com.

###

EngineQuest® (EQ®) Will Continue As Sponsor of IMCA Wild West Modified Tour



Marks fifth year company will support tour that includes 12 series dates for 2011

(Las Vegas-NV) EngineQuest® (EQ®), a leading supplier of stock and performance cylinder heads and engine components, has renewed as the title sponsor of the IMCA Wild West Modified Tour for 2011. It was also announced that EQ will continue as a general sponsor of IMCA racing and will provide contingency awards to the opening feature winners in five IMCA divisions during the 2011 season.

The 2011 EQ Cylinder Heads Wild West Modified Tour will start at Aztec, N.M. Speedway with the first Friday-

Saturday doubleheader on April 22-24. The series will then go to Utah, Nevada, Wyoming, Colorado, and finish the weekend of September 16-17 at Atomic Motor Raceway (Atomic City, Idaho). The 2011 season will feature 12 series dates at six tracks.

Zane DeVillbiss of Farmington, N.M. returns as the defending tour champion. Justin Yeager of Green River, Wyo., who uses EQ cylinder heads in competition, will also return to the tour. Yeager was runner-up to DeVillbiss in 2010 and was the 2009 series champion.

"We value our partnership with IMCA as the premier organization for grassroots racing in the U.S.," said David Wilson, EQ's national sales manager. "We are excited to renew our sponsorship for 2011. We believe that supporting IMCA racing gives us an excellent way to demonstrate how our stock and performance heads can compete on the track."

IMCA vice president of operations, Brett Root, said, "We are excited that EQ has extended its sponsorship, because their support is a primary reason why the Wild West Modified Tour continues to be so successful each year."

EQ's early 350 cylinder head (#CH350I) is approved as a direct replacement for the IMCA Northern and Southern Sport Mod Divisions and Hobby Stock division and has become the head of choice by the most competitive teams. EQ's high performance 23° cylinder head is approved for use in the EQ Cylinder Heads Wild West Modified Tour.

To find out more about the EQ Cylinder Heads Wild West Modified Tour, or EQ's contingency program, contact David Wilson, EQ's National Sales Manager, at 702-649-7776, ext. 208, or e-mail David at djw@aaeq.net. For more information about EngineQuest, go to www.enginequest.com.

About EngineQuest (EQ)

EngineQuest (EQ) is the engine parts division of AA EQ Manufacturers and Recyclers. EQ's product line includes new, remanufactured and reclaimed engine parts. EQ sources its cores from its sister company, AA Midwest, which maintains a huge inventory of over 150,000 engines, transmissions and internal parts cores. EQ specializes in manufacturing parts that either make one automotive core work in another application or replace a hard to find or hard to salvage part.

EQ continues to offer new products to help the engine builder solve their manufacturing challenges, including: exhaust manifolds (new and reclaimed), timing covers (largest single line available), harmonic

balancers, head bolt sets, crankshafts, stock replacement and performance cylinder heads. EQ parts are available from three national warehouses located in Chicago, Ill., Las Vegas, Nev., and Dallas, Texas.

About AAEQ Manufacturers and Recyclers

AAEQ Manufacturers and Recyclers is a comprehensive company that provides leadership in the automotive parts remanufacturing, manufacturing and recycling industries under its AA Midwest and EngineQuest (EQ) divisions. With locations in Chicago and Las Vegas, AAEQ has been family owned and operated since 1949 and continues to be known for its outstanding customer service and high degree of integrity. AAEQ is also the largest scrap metal recycler on the West Coast. The company also operates an auto recycling facility in Blue Island, Ill. For more information, visit www.aaeq.net.



About IMCA

The International Motor Contest Association (IMCA) was organized in 1915 and is the oldest active automobile racing sanctioning body in the United States. In 1990, Kathy Root was named president of IMCA and in 1996 purchased IMCA from innovator and visionary, Keith Knaack and family. IMCA now has nine classes including: Modified, Late Model, Stock Car, Sprint Car, Northern SportMod, Southern SportMod, Crate Models, Hobby Stock and Sport Compact. Through the promotion of grassroots weekly racing, IMCA has enjoyed tremendous growth in the last decade.

For Further Product Information, Contact:
David Wilson

National Sales Manager
AAEQ
(702) 649-7776, ext. 208
djw@aaeq.net

For Further PR Information, Contact:
Gary McCoy
Public Relations Director
The Marx Group
(847) 622-7228
gmcocoy@themarxgrp.com

###

New Weiland Swing-Arm Blower Drive For 6-71 Superchargers





A '60's style drive for a vintage appearance

Bowling Green, KY - Weiland is proud to announce the release of its vintage "swing-arm" style blower drive for their 6-71 series supercharger system. This drive style gained notoriety as the standard choice for front engine dragsters, gassers, and altered of the 1960's as well as on Mel Gibson's Interceptor Coupe during the 1970's cult classic movie Mad Max.

The drive is composed of cast aluminum and comes complete with matching pulleys to augment assembly. The drive kit (part # 7201WND) comes with cover, idler arm, idler pulley, and fasteners. Vintage ½-inch pitch pulleys in 33T, 34T, 36T, and 38T configurations can be ordered separately. The idler pulley (7203WND) and the drive gear cover (7204WND) can also be purchased separately for those who already have parts from a previous blower

setup. Weiland currently offers 6-71 superchargers for small block Chevrolet, big block Chevrolet, and Chrysler 392 Hemi applications.

Complete supercharger kits featuring this vintage blower drive will be available in early 2011.

Visit www.holley.com for more information, or contact
Holley
1801 Russellville Road,
Bowling Green,
KY 42101,
(270) 781-9741.

For the nearest dealer: call 1-800-HOLLEY-1.

Contact: Bill Tichenor
Holley Performance
1801 Russellville Rd
Bowling Green, KY 42101
(270) 781-9741
www.holley.com

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