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Geared To Go

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High Performance and the Auto Repair Shop

By Mike Reusche

In the past this column has discussed various sales opportunities aimed at the performance enthusiast. Another avenue dealers/jobbers should investigate are businesses that are indirectly involved in the automotive performance community like the local auto repair shop.

Throughout the country early and late model performance vehicles need service that can't always be performed in the owner's driveway or garage. Ideally the owner would bring their vehicle to a local hot rod shop for the service, but that outlet isn't always available. The "hot rod" typically ends up at a local auto repair shop. Just like the car owner, that business needs a reputable and knowledgeable source for performance parts. That's where the area performance auto parts store can cultivate a relationship with an entirely new type of customer.

To build this type of business is similar to selling to enthusiasts, but with a slightly different approach. The performance auto parts store needs to initiate contact with the business. Typically this could be an introductory phone call to the business or an actual visit to the targeted repair facility. The direct contact with the business owner can be the difference for the potential customer to call your operation over the impersonal mail order outlet. Remember most local business owners prefer to buy from other area businesses; it keeps the "American Dream" going strong. Always remember the meeting isn't just about introducing your company, but it's a way to understand the repair shop's needs as well as obtaining contact information.

After that first visit, a follow-up email needs to be sent thanking the business owner/manager for their time. This follow-up becomes another opportunity to educate the potential customer about your operation. Typically most sales experts believe it takes some type of contact at least five to seven times before the initial sale is made, so remember this source of new business doesn't happen overnight.

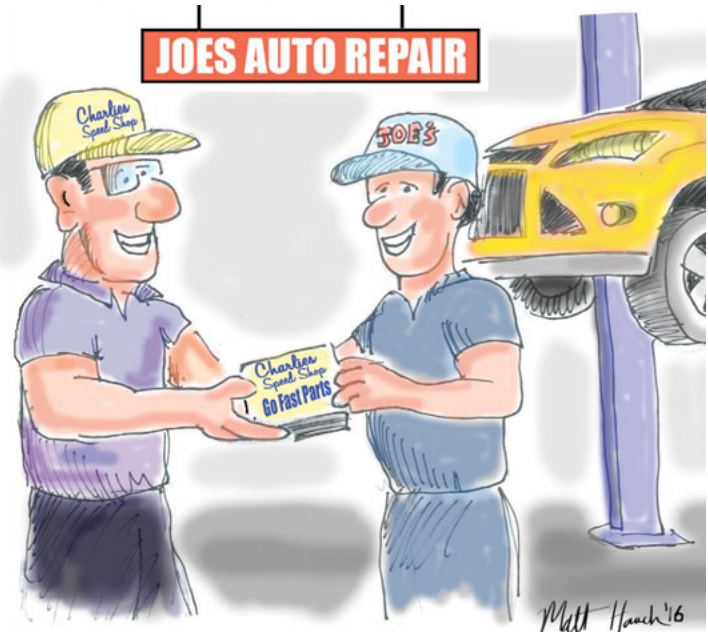
When returning to the general repair shop for additional visits always have a flyer, brochure, or catalog with your business information on it to hand to the owner/manager. If nothing else the handout becomes a large business card that draws attention to it wherever it's placed. If you have the ability to create company flyers use pictures or images to convey the targeted message. (Motor State Distributing offers online custom DIY line card and flyer creation). Remember it has been proven that large amounts of text are less likely to capture an audience. It's important to keep that in mind to ensure sales and marketing materials don't continually end up in the "circular file cabinet."

"The human brain processes visuals 60,000 times faster than text and 90 percent of the information transmitted to the brain is visual." – Jessica Gioglio – co-author. The Power of Visual Storytelling.

This statement truly reinforces the old adage, "A picture is worth a thousand words."

Remember selling is not just about product and price; it must include the ability to create a picture of your business. Informing the customer of the additional services and expertise that is available at your operation is an important factor to creating a successful sales relationship. The creation of your business' story can lead into the world of social media marketing, but that's for another time.

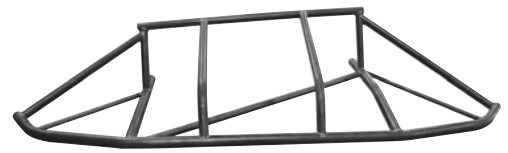
Just like any new endeavor, successful results take time and perseverance. The local auto and truck repair shop is often overlooked, but it can be a very loyal and substantial addition to a performance auto parts store's revenue. **MPR**



Rocket XR1 Dirt Late Model Chrome Moly Bumper

ALL22343

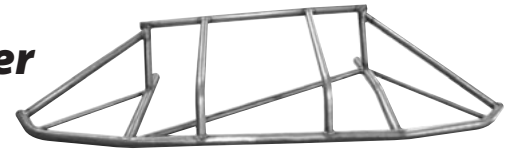
Lightweight 1-1/2" x .049" wall chrome moly front bumper for Rocket dirt late models offers added strength and reduced front end weight compared to similar mild steel bumpers. Built-in rake provides added nose to ground clearance.



Rocket XR1 Dirt Late Model 1-Piece Front Bumper

ALL22379

Replacement bumper for popular dirt late models. Constructed of 1-1/2" x .095" wall mild steel tubing.



Mustang II 3-Piece Spindles

Three-piece Mustang II style spindle is a forged and heat treated option for cars that would like the benefits of Mustang II spindle with the convenience of a replaceable steering arm and metric brake caliper bracket. Complete spindle includes a spindle body with an 8-degree pin inclination, bolt-on steering arm, bolt-on brake bracket and a hardware kit. Spindle accepts stock taper tie rod end, a ALL56204 (K6024) bolt-in or a ALL56214 (K772) screw-in style upper ball joint and stock 1979-88 G-body lower ball joint, brake rotor, caliper and bearing kit. IMCA approved for IMCA modifieds and sport mod divisions. Replacement components are also available for quick, easy and affordable repairs.



ALL55971

ALL55970

GM Metric 3-Piece Spindles

Three-piece GM metric G-Body spindle is a forged and heat treated direct replacement for a factory spindle with the added benefit of a stronger, replaceable steering arm and brake caliper bracket. Complete spindle includes a spindle body, bolt-on steering arm, bolt-on brake bracket and a hardware kit. Spindle accepts stock 1979-88 G-body upper and lower ball joints, tie rod end, rotor, caliper and bearing kit. IMCA approved. Replacement components are also available for quick, easy and affordable repairs.

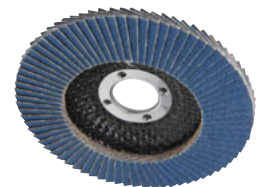


ALL55977

ALL55976

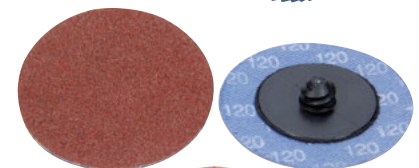
Flap Wheel Sanding Discs

Flap discs for 4-1/2" grinders with a 7/8" arbor quickly remove rust and other coatings from a variety of metal, stainless and steel surfaces. Ideal for grinding welds or preparing materials for welding. Sold each.



Twist Lock Sanding Discs

2" O.D. sanding discs are great for sanding a variety of parts and surfaces. Use with ALL12100 twist lock backing pad (sold separately). Package of 10.



Twist Lock Cleaning Discs

2" O.D. twist lock discs are great for cleaning gasket material or paint from parts and surfaces. Use with ALL12100 twist lock backing pad (sold separately). Package of 5.



Twist Lock Backing Pad ALL12100

Twist lock backing pad accepts 2" sanding and cleaning discs.



Emery Cloth Rolls

1" wide emery cloth is perfect for many uses around the shop and trailer including cleaning, deburring and polishing. 150' box.



NEW PRODUCT SHOWCASE



OS 70 Full Face Helmet

Premium quality, HANS-ready helmet is manufactured using a fiber-glass shell that includes two adjustable air vents on the front and three rear vent holes for superior air flow. The OS 70 has been fitted with a soft, fire retardant lining and removable cheek pads. Helmet, which meets Snell SA2015 specifications, is offered in white only and sold complete with a clear shield.



Pillar Pod Mounts

Designed to mount on the left side A-pillar of Mustang's 2005-16, allowing the driver to monitor performance data and engine functions while still focusing on the road ahead.



Performance Exhaust Kits

Borla exhaust system components are constructed from T-304 aircraft quality stainless steel. "S-Type" systems offer higher flow and more aggressive sound compared to OEM systems. "ATAK" systems are the most aggressive sounding systems Borla produces.



Contour 3.5" Bull Bar

Designed to fit close to the body the 3.5" diameter Contour bar is 20% larger than traditional bull bars. Available in polished stainless steel, textured black steel or black powder coat steel these no drill, bolt on bars also feature pre-drilled holes for mounting up to four auxiliary lights.



2015-16 Wrangler JK TrailDash2 SC142051

5" high-resolution, easy to use, full color display monitor. With tons of customization options and four different power settings, including the new "crawl tune", this unit has it all. Additional features include the ability to engage air lockers, bypass TPMS codes and engage lighting accessories.



Fast Orange Grease X Laundry Detergent PEX22340

Fast Orange Grease X Mechanic's Laundry Detergent is made specifically for the professional automotive technician and serious do-it-yourselfer. Mechanics regularly complain about the difficulty of removing grease stains and odors from their clothes. Another issue they have is the residue of grease that is left in the washing machine that ends up on the clothes in the next wash cycle. Grease X contains a pre-treater that can remove up to 99% of automotive grease stains and odors. In addition a soil release agent keeps the washing machine clear of residual grease.





Sprint Car 88" Chassis and Kits

Triple X Sprint Cars are the most responsive chassis on the market with industry standard locations and measurements for radius rod pickups, torsion tube locations, motor plate location, etc. Stocking 88" with inside the rail body. Offered in black and white.



Jammer Cold-Air Intake System

The Edge Jammer cold air intake is designed to optimize a vehicle's performance and pairs perfectly with Edge tuning products. The Jammer's smooth, large diameter intake tube provides uninterrupted airflow. Maximum efficiency in both power and mileage is attained by blocking hot air into the intake system and capturing cooler outside air. Kit includes pre-oiled lifetime reusable filter.



Marathon Tuning Module DBLM1000

The Marathon module enables GM V8 vehicles, 2005 to current, equipped with Active Fuel Management (AFM) to stay in four cylinder mode 80% of the time as opposed to only 35% from the factory. This device is installed by simply plugging into the OBD II port.



V-Drive Button Flywheel QTR509150

Designed for use with GM LS engines, using 7.25" V-Drive, Optimum-V or Pro-Series clutches. Engineered for rear mount bellhousings and flexplate assemblies. Made in USA.



Black Pro-Billet™ Distributors

These black machined aluminum distributors feature a Rynite cap, adjustable mechanical advance, extra springs and high output magnetic pickup. Requires MSD ignition control box.



Big Block Ford 270cc Bullitt Cylinder Heads

These 14° fully assembled, with partially (50%) CNC ported intake/exhaust chambers and 5 angle competition valve job are manufactured from A356 aluminum castings. Using high quality components with stock exhaust port locations their mid-range power band is great for street, towing, or street/strip vehicles. Designed for engines up to 477 cubic inches with a maximum of 6200 rpm. Custom pistons or notching existing pistons required due to valve angle and location. Sold in pairs.



Eaton ELocker4®

Flip a switch and go from a fully open differential to 100% locked axle in 0.14 seconds! That's what the ELocker4® is capable of with four pinion gear design and up graded activation mechanism. Built to handle the most extreme off-road conditions, rock crawling and towing the ELocker4® is the ideal solution for improved traction and maneuverability. Available to fit front and rear differentials this kit includes an integrated wiring harness for easy installation and locking rocker switch with hi-intensity blue LED bulb to show activation.



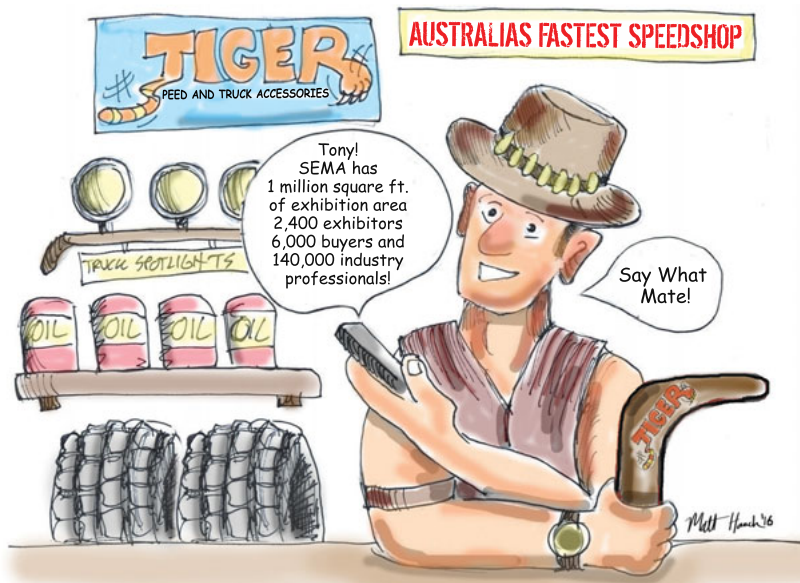


It's Show Time...Plan Ahead By Bill Haynes

While doing some after hours paperwork one evening in mid July, I received a phone call from my old friend Tony. I have known Tony for over 30 years, as he is the owner of Tiger Speed and Truck Accessories in Sydney, Australia. We met on a cruise many years ago and with both of us being in the same industry, had kept in touch ever since. Tony was, as usual, all fired up, "bouncing off the chip" and ready to start his day. I, on the other hand was preparing to go home for the night, having just finished up a very long, hectic day (remember there is a 14 hour time difference). After several minutes of small talk and catching up on world politics, Tony got down to the real reason for his call. Even though he had been in the parts business ever since high school, was very successful, always kept up with changing times and enjoyed a very loyal customer base, he wanted more business. Tony had a very good relationship with both of his suppliers, Motor State Distributing located in America and another warehouse located right there in Sydney. He wanted very much to maintain the strong level of commitment and loyalty that he had developed with these companies over the past 20 years and felt he had an idea that could possibly benefit both Tiger Speed and Truck Accessories and it's suppliers! So where did this phone call fit into his "more business" plan? Answer.. He wanted to attend the SEMA Show and would like my help in preparing him for that adventure, knowing that I had attended both SEMA and PRI many times over the years.

As we started to discuss Tony's trip, the first thing I discovered was he had not made any hotel reservations yet! Not good. Even though Las Vegas has many, many hotels with thousands of rooms, it is most important to book a room early as they will be very difficult to find as the show got closer. Our next item on the agenda was to discuss exactly what he wanted to accomplish. I stressed to Tony that with over 1 million square feet of exhibit area, 2,400 exhibitors, 60,000 buyers and 140,000 industry professionals in town it was critical that he familiarize himself with the floor plan of the show and develop a game plan, so as not to wander aimlessly for 5 days. I stressed to Tony, that he did not want to attend SEMA with the intention of "buying a bunch of lines direct", but rather to seek out products he and his staff felt would fit into their marketplace. Then when he returned home, contact his suppliers to see if they offered or were planning to offer these products. In order to accomplish this part of the plan, he would have to have a company meeting with his entire staff to get their input regarding what products he should be looking for. With his "shopping list in hand" he could use the SEMA mobile app to find the exact location of the manufacturers booth, thus saving him a ton of time.

Seminars were another part of the SEMA Show he needed to sign up for. I assured him if "he wanted to expand and grow his business" there would



surely be many different seminars to help him make that happen. About this time, I started to sense a little anxiety in Tony's voice, as he was beginning to realize this was not going to be as simple as he had envisioned. I told him to just relax we were almost done with the show planning part of the call. That got a huge sigh (not of relief) from him. Next, we discussed how he would need to visit the new products area. These products represented the best new items in many different categories including, exterior accessory, engineered product, performance racing, performance street, off-road 4-wheel drive, street rod/custom and many more. The last thing he needed to do as it pertained to daily show attendance was set aside "free time" to

handle any problems or surprises that arose during the day. No doubt, this would happen more than once and he didn't want it to completely disrupt his schedule.

As I had mentioned to Tony earlier, there were just a few more important things to cover before we said goodbye. The first of these was, under no circumstances was he to take any new shoes. No matter how out of place they might look, he needed to pack the most comfortable pair of shoes he owned. If he worked the show as hard as he said he was going to, he might very well walk 30-35 miles in 5 days. Not the place for new footwear! Next, I advised him to bring along good supply of business cards. Even though every booth was equipped with a badge reader, handing a potential supplier your card indicated more than just casual interest in their product line. My last suggestion to Tony was to prepare for the unexpected. Pack enough clothes and basic essentials in your carry-on luggage to last 2 days. In case the airline loses your luggage, you don't want to attend your first seminar on Monday wearing the same t-shirt and shorts you had just worn for almost 24 hours in an airliner!

Even though our conversation lasted over an hour, we both felt it was time well spent. He would make a valiant effort to follow my suggestions, as they would make his trip much easier, more successful and a whole lot more productive than just showing up and wandering around the convention center. Before we said our good byes we agreed to get together at the show to see how things were going. As it usually happens, we were not able to make a connection at the show, but I did receive an e-mail from him the following week. In the e-mail, Tony couldn't thank me enough for all of the information I had shared. His trip was very successful, in fact he was meeting that very afternoon with a potentially new supplier. That was good to hear, but the biggest surprise was the December trip to the PRI show in Indy! Seems that Tony shared his successful SEMA experience with another performance entrepreneur and they were booked for PRI to expand their horizons even further.

Just goes to show what a little planning can do.



Michigan Gov. Rick Snyder Veto's House Bill 4344

Citing concerns about the negative impact on the automotive aftermarket, Michigan Gov. Rick Snyder vetoed HB 4344 which would have limited consumers choice about their vehicles service and repair.

In a letter to Michigan legislators, Gov. Snyder said, "I am unable to sign this bill because it overreaches in the limitation of aftermarket parts, negatively impacting consumers and creating the potential for negative consequences for Michigan's automotive industry."



Specialty Equipment Market Sales Hit All-Time High

According to an article from SEMA eNews, the specialty-equipment market set a new retail sales record of \$39.2 billion in 2015. This is an 8% increase over last year and the sixth consecutive year of growth.



Turbocharged Vehicles Triple Market Share

In 2010 turbocharged vehicles were 8% of the market, last year their market share was 22%, with projections of over 35% by 2020. To reinforce this growth report, last week Ford announced it has sold over 1 million pickup trucks with its EcoBoost turbocharged engines and the V-6 EcoBoost account for 60% of Fords F-150 sales. Turbos are an efficient way to save cost.



PWA Names Motor State Distributing "Reseller of the Year"

During the annual PWA conferences held in early Sept. Motor State Distributing received the PWA Reseller of the Year award. Tracie Nunez, PWA President stated "this award is voted on by active PWA Manufacturer members in recognition of outstanding contributions to the automotive aftermarket distribution system and in appreciation of conscientious dedication to the industry".



Redesigned 2018 Jeep Wrangler to Feature Engine Changes Along With Aluminum Body Panels

Several engine and transmission changes for 2018 could include a turbo charged 4 cylinder engine, a diesel powertrain and possibly a mild hybrid vehicle. In an effort to reduce weight and get better fuel mileage the Wrangler will reportedly use many aluminum components. These parts will include but are not limited to the hood, front and rear doors and roof items.



SEMA Pickup Sales Report

The 2016 SEMA Market Report shows over 2.5 million new pickups sold in 2015, posting the 5th year in a row of increased growth. This market represented over 25% of speciality equipment sales for passenger vehicles for the 2015 sales period. Additionally the number of pickups on the road exceeded 51million vehicles with over 40% of pickup owners either modifying or accessorizing their trucks!



Car Leasing At All Time High

With auto leasing volume doubling in the last five years the value of owning a car could be on the verge of change according to Edmunds.com. This change is being driven in most part by millenials and seniors who both want the highest quality product for the best possible price. Both of these groups are in a place in their lives where they have limited monthly cash flow and leasing seems the most viable option. On average monthly lease payments are over 20% lower than monthly finance payments. The largest difference between lease and finance is with pickup trucks and compact cars, both at nearly 30%.



NMRA Outlaw True Street Shootout Sponsored by ididit

The NMRA Outlaw True Street Shootout sponsored by ididit was held at the Nitto Tire NMRA All-Ford World Finals in Bowling Green Kentucky Sept. 29th to Oct. 2nd. Participants did a 30 mile street cruise and upon their arrival back at the track drew names "out of the hat" for elimination round pairings. The event was open to any Ford body or Ford powered racecar and vehicles must run 275/28x10.5 DOT tires.





Geared To Go By Jim Kaekel Jr.

Choosing the correct final drive and transmission ratios are essential when trying to set-up any strong-running race car. Regardless of the car, whether if it's for a circle track, drag or road race application, properly selected gear ratios allow the engine to run within its optimum horsepower range, crucial when racers are in pursuit of making their car a true contender.

Race cars that are under-geared tend to fall out of the RPM range while accelerating out of the turns or immediately after making a gear change, while those that are geared too steep may feel like they are literally running out of steam on the straightaways as engine speed exceeds the capability of the camshaft, cylinder heads or valvetrain.

Although most professional level circle track or road racing teams make extensive use of data acquisition systems to monitor and evaluate performance, a simple stopwatch and recall tachometer are valuable, yet affordable tools and when utilized correctly, can help fulfill the needs of most sportsman or hobby level racers.

A recall tachometer, such as those offered by Longacre (LON44390), Quickcar Racing (QRP63-001 or QRP63-002) or Tel Tach (TELTACH), allow engine RPM's to be recorded during racing action and then re-played in the pits for review and evaluation. Since these tachs record both the high and low RPM points from the last race, these functions allow viewing the precise RPM that the engine achieves going into and coming out of the turns, and at the end of a straightaways. Combined with use of a quality stopwatch, available from Longacre (LON22164) or Robic, race teams can then determine whether a lower or higher gear could help quicken lap times. Tests with a different gear set can then be performed, closely monitoring tachometer recall, stopwatch and track conditions. Testing results are not always predictable, however, and it's relatively common that they may be other than what was initially expected.

Circle track racers that participate at multiple tracks are well versed in changing out gear sets. Differing track lengths, bank angles, turn radius and straightaway lengths often require gear changes. Add to the fact that track-mandated tire sizes and class rules can further complicate the issue. Factory or hobby stock

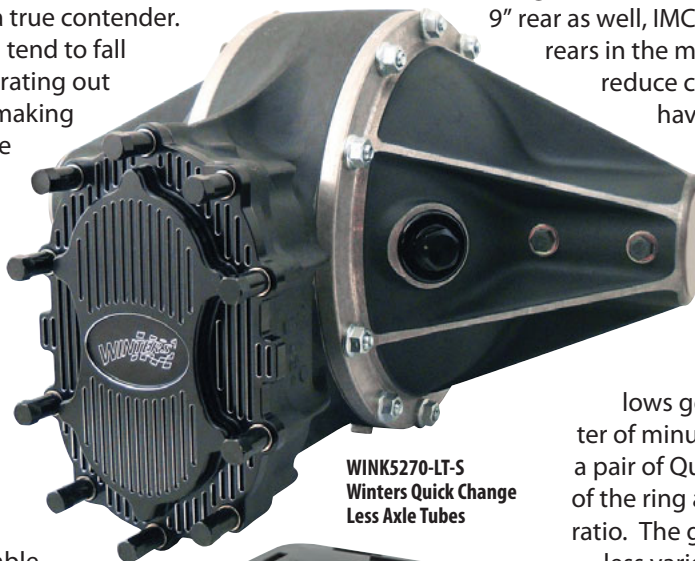
racers that employ a Ford 9" rear may carry multiple third members, each with a different ratio, all set-up and ready to install. When prepared, most teams can change out a Ford 9" third member in as little as 15 minutes.

Although some modified racers still use the venerable Ford 9" rear as well, IMCA legalized the use of Quick Change rears in the modified division in 2015 in order to help reduce costs and ease car set-up. The rears

have been UMP-legal in the division since 2008. Prior to the changes, modified racers would carry up to a half dozen different third members, valued at roughly \$500 each, in order to race at different tracks or conditions.

The Quick Change, which is equally popular in the late model division as well, utilizes a design that allows gear changes to be performed in a matter of minutes, hence the name. The rear utilizes a pair of Quick Change gears that are driven off of the ring and pinion, which alter the final drive ratio. The gears are offered in a seemingly endless variety of ratios, allowing the car to be truly "tweaked" for maximum performance. It's not uncommon for racers to carry up to 20 different gear sets, particularly if they race at a wide variety of tracks. Gear changes may be performed more effectively when a "Rapid Install" gear cover and special drain pan are employed, both offered by Allstar Performance. The special cover, offered for popular Winters, Frankland and DMI rears, secures the retaining nuts directly to the cover to save time, while the drain pan (ALL14171) features a built-in pump to allow quickly dispensing lube back into the differential once the gear change has been made and the cover replaced. Quick Change rears are not for everybody, however, as they lack the durability required to run on super speedway applications.

Drag and road racers may not only experiment with rear end ratios, but transmission ratios as well. Regardless of whether the transmission is an automatic or standard, most popular units are often fit with different gear sets to best suit the application or track. Most manual transmissions are referred to as having "close" or "wide" ratios. A "close" ratio unit is generally better suited to racing applications as they typically have a higher (lower numerically) first gear, while the remaining ratios are closely spread, which minimizes RPM "drop" during gear changes and keeps engine speed more consistent. On the other hand, a "wide" ratio transmission tends to have a bit lower (higher numerically) first gear and, as the name implies, wider spread ratios. Although not as popular as "close"



WINK5270-LT-5
Winters Quick Change
Less Axle Tubes



ALL14171
Drain Pan



ALL72064
Rapid Install
Gear Cover

Continued On Page 8

Geared To Go (Cont.)

ratio units, a "wide" ratio transmission can be helpful in certain applications, such as a heavy drag race door car fitted with a large engine that includes an abundance of low end torque. In this instance, the lower first gear may help a heavy car with initial acceleration, while the engine possesses sufficient low end torque to prevent the engine from falling too far down out of the RPM range following subsequent gear changes.

Race cars fit with automatic transmissions can be subjected to ratio changes as well in an effort to improve performance. Drag racers employing a two-speed GM Powerglide transmission, for example, can choose from a multitude of low gear planetary ratios from as high (lower numerically) as 1.58 to as low (higher numeri-

cally) as 2.18. These gear sets are readily available from manufacturer's including ATI, TCI and Transmission Specialties. In an effort to reduce elapsed times, a drag racer may replace a 1.76 gear set in his Powerglide with a lower, 1.90 ratio, or he may choose a higher, 1.68 gear ratio to reduce the initial "hit" on the tires and increase traction. ATI, TCI and Transmission Specialties also offer gear sets for other popular domestic automatics including the GM TH-350 and TH-400, Ford C-4 and C-6, Chrysler 904 and 727.

Regardless of the type of racing or venue, the right gear ratio is an important ingredient in the success of any race car. Selection, set-up and subsequent testing are the keys to success. **MPR**



CAT108.6

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