

RETAILING 101: NEW RULES FOR A NEW ERA

OFF-ROAD

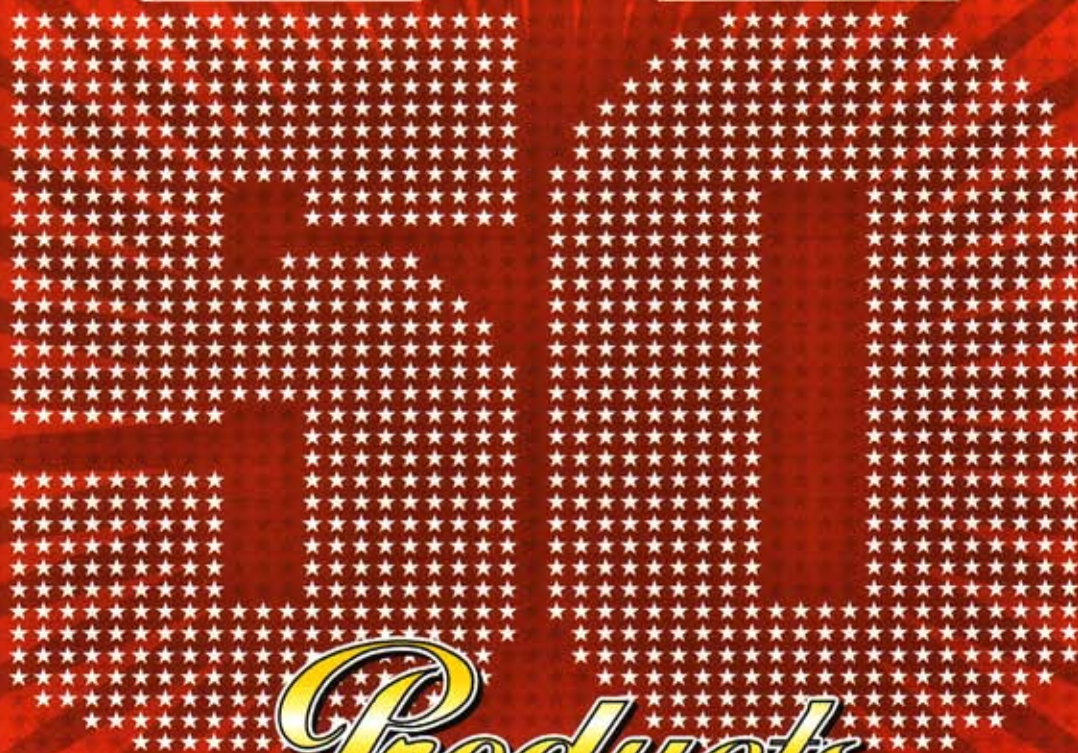
INDUSTRY™

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TOP



Products

2010's BEST BUSINESS POTENTIALS

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BAJA DESIGNS DOME/ROCK LIGHT

Baja Designs new LED Dome/Rock Light is extremely small yet 1.5 times brighter than competitors larger 15-LED units. It is waterproof and can be mounted anywhere. It has a 360-degree optic to illuminate the cab, engine bay, wheel wells or anywhere a super bright, super smooth light is needed.

CONTACT: Baja Designs Inc., 185 Bosstick Blvd., San Marcos, Calif. 92069; 760-560-2252; www.bajadesigns.com

A FE SILVER BULLET THROTTLE SPACER

Advanced FLOW engineering (aFe) recently released a new Silver Bullet throttle spacer for the 2009 Dodge Ram with 5.7L V-8. The throttle spacers are designed using a serrated/helix design that thoroughly mixes the air/fuel charge for a complete burn increasing horsepower, torque and improved throttle response. The serrated entry design eliminates the annoying whistle that is common among standard helix spacers while improving volumetric efficiency. Constructed of machined T-6061 billet aluminum. 50-state legal (CARB E.O. #D516-2). In recent testing, a new spacer produced 9hp and 10 lb/ft of torque. CONTACT: aFe, 252 Granite St., Corona, Calif. 92879; 951-493-7147; www.aFepower.com



HI-LIFT UTV JACK

The original power tool of the off-road market is now available to meet the ever-increasing demands of the UTV market with this specialized Hi-Lift jack model. Sized perfect for UTV operators--off-roaders, farmers, ranchers, search-and-rescue personnel, and outdoorsman--with 36-inch and 42-inch models, each weighing less than 30 lbs. The Hi-Lift UTV jack allows the operator to lift the UTV from many locations, instead of being limited to specific points under the vehicle. It offers a 7,000-pound tested and 4,660-pound rated load limit. Additionally, the Hi-Lift UTV jack is a true multi-purpose tool that provides the ability to lift, winch, pull, spread, and clamp. Dealer and Distributor inquiries are welcome.

CONTACT: Hi-Lift Jack Company, 46 W. Spring Street, Bloomfield, Ind. 47424; 812-384-4441; 800-233-2051; www.hi-lift.com

OFF ROAD TRAIL TOOLS STRAP HOLDER

The ORTT recovery strap holder solves the problem of safely storing a recovery strap, without hindering access. Holds a 2-inch strap in a sturdy, non-rusting, lightweight frame, easily mountable inside or outside of the vehicle. Lockable. No more digging the strap out of a box or bag, or wondering where to put a wet strap. A 3-inch strap holder is also available.

CONTACT: Off Road Trail Tools 7099 W Hutchs Pools Place, Tucson, Ariz. 85743; 520-579-2079; www.offroadtrailtools.com



RANCHO SUSPENSION QUICKLIFT

New Rancho Loaded QuickLIFT technology, based largely on the successful original QuickLIFT, now includes the application-matched and installed coil spring and upper mounting plate. Installing in minutes, Rancho Loaded QuickLIFT shock absorbers feature an application-specific coil spring and upper mounting plate. The new Loaded QuickLIFT is completely assembled straight out of the box. Finished in Rancho's Liquid Metallic Silver, Rancho

Loaded QuickLIFT provides 1 to 2.5 inches of additional lift, allowing for the use of larger wheel and tire packages and providing an aggressive vehicle stance. Fully compatible with the SEMA-award winning Rancho MyRIDE Wireless Controller, Rancho Loaded QuickLIFT units can be wirelessly controlled from the cab.

CONTACT: Rancho Suspension, 6925 Atlantic Ave., Long Beach, Calif. 90805; 734-384-7804; www.GoRancho.com

SUPERLIFT 10-INCH LIFT

Superlift is now shipping a ten-inch lift kit for 2008-2010 Ford F250/F350 Super Duty 4x4 pickups. With no other modifications, this lift will allow 40-inch-tall tires to clear. Superlift replaces the factory front radius arms with its 4-Link Conversion, using threaded lower link arms to improve driveability, allowing infinite caster adjustment and improve suspension articulation. Superlift also offers a required high-angle CV front driveshaft. Other major front-end components are engine-specific coil springs (different rates for gas and diesel) and a track bar relocation bracket to prevent yaw and roll. Rear lift is accomplished with replacement Superlide spring packs combined with two-inch blocks. Options include dual steering-stabilizer kits, carrier-bearing spacers, traction bars, a stainless skidplate and diff-cover protectors.

CONTACT: Superlift Suspension Systems, 300 Huey Lenard Loop, West Monroe, La. 71292; 800-551-4955; www.superlift.com.

