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» STREET PERFORMANCE
UPDATE



Dawson New aFe Regional Sales Manager

Performance intakes, filters, manifolds, intercoolers and exhaust systems company advanced FLOW engineering (aFe Power), Corona, Calif., has announced the addition of Mark Dawson as regional sales manager.

In his new position, Dawson will be responsible for managing aFe's sport compact and tuner specialty customers including Promotion, Options, Turn 14 distributing and others, according to a press release.

He comes to aFe with more than a decade of sales and marketing experience in the performance aftermarket, holding positions with DC Sports, Fujita Air and Skunk2 Racing, the release stated.

"We are very happy to have Mark join aFe," said Dave Simpson, director of national sales. "Mark has a strong performance background and has the necessary attributes to help us grow our new Takeda sport compact intake product line as well as develop further tuner customers."



Dawson

Prestolite Acquires QuickTime Inc.

Prestolite Performance—a performance auto parts manufacturer of brands including Lakewood, Mr. Gasket, Hays, ACCEL and Mallory—has acquired QuickTime Inc., a leading manufacturer of lightweight bell housings and racing accessories.

"With the combination of QuickTime and Lakewood, Prestolite Performance offers the broadest line of bell housing applications, ranging from traditional formed steel models to the latest in innovative and lightweight bell housings for the hardcore racer," said Eric Scheinerman, CEO of Prestolite Performance. "QuickTime's contributions will solidify our position as the industry leader and pioneer in the bell housing market, as we continue to offer products and solutions not found elsewhere."



QuickTime's manufacturing and research and development will continue to be based in its current headquarters of Oskaloosa, Iowa, while sales, service and administration will integrate and transfer to Prestolite Performance's Cleveland headquarters by year's end, according to a press release.

Ross McCombs, QuickTime's current president and CEO, will join the Prestolite Performance team and be an integral part of driving new product innovation for all specialty products, the release stated.

"It is business as usual for our QuickTime customers," said McCombs. "This will be a seamless transition in which our customers can rely on the same level of service that they have come to expect from us. I am also delighted that QuickTime customers will gain access to all of the Prestolite Performance high-performance brands."

Yokohama Extends Concours d'Elegance Sponsorship

Yokohama Tire Corp. has signed a contract extension to sponsor the annual Pebble Beach Concours d'Elegance through 2016.

Yokohama has been a major sponsor of the prestigious mid-summer classic car showcase since 2005, according to a press release, and this year's event, its 60th, was held in August along the legendary 18th fairway of Pebble Beach Golf Links.

"The Pebble Beach Concours d'Elegance is a celebration of the automobile, where some of the most attractive, historic and valuable cars gather every August," said Takao Oishi, Yokohama president and CEO. "It attracts several important audiences for Yokohama, including top automotive industry executives, national and international media and enthusiasts from around the world. It gives Yokohama an opportunity to communicate strategic corporate messages to a very select group of influencers."

Yokohama's sponsorship agreement includes a large display near one of the highly-trafficked main entrances, name and logo placement on every ticket and lanyard worn by spectators and participants, co-hosting privileges and VIP access to the exclusive Stillwater Bar & Grill, ad placement in the event program and participation in a number of Concours-related events and activities, according to the release.





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OEM-Level Turbo Products

BorgWarner Turbo Systems, Asheville, N.C., presents its new series of highly engineered, specifically designed turbochargers known as Series EFR. Series EFR incorporates the latest advancements in design and technology coupled with features like waste-gated stainless steel turbine housings, extended-tip/forged milled compressor wheels and aero efficiencies. The company is also building upon years of racing success with its AirWerks program and expanding the SX turbo product lineup.

Visit www.airwerksboosted.com

SEMA Booth #21422



Heated Nitrous Bottle Brackets

ARC-Applied Racing Components, Daytona Beach, Fla., presents its nitrous bottle aluminum billet brackets with built-in heaters. Designed to simplify nitrous bottle pressure, the heaters accept both 12- and 16-volt inputs and are available in four styles—slant horizontal or vertical mount in single- or dual-bottle configurations. The brackets are also available without heaters.

Call (877) ARC-HEAT or visit www.archeat.com

SEMA Booth #20501

Ultra-Light Viscosity Racing Oil

Royal Purple, Porter, Texas, presents the newest addition to the XPR line of extreme performance and racing oils—XPR 3.1. Royal Purple's ultra-light viscosity oil XPR 3.1 is designed exclusively for tight-tolerance, high-RPM, naturally aspirated engines running gapless piston rings. It offers excellent protection while producing maximum horsepower, and is intended for the most competitive classes. The ultra-low viscosity provides maximum horsepower by keeping parasitic losses to an absolute minimum while providing maximum protection.

Call (281) 354-8600 or visit www.royalpurple.com

SEMA Booth #23613



Mitsubishi Cranks & Rotating Assemblies

Manley Performance, Lakewood, N.J., offers its new forged and billet steel cranks for Mitsubishi models equipped with 4G63 and 4G64 engines with 7-bolt crankshafts that improve power and long-term reliability. Additionally, Manley has combined the cranks with its forged steel rods and Platinum Series pistons to offer factory-matched rotating assemblies in 2.0-, 2.2- and 2.4-liter packages for street and competition use. Turbo Tuff Series billet crankshafts are machined from heat-treated 4340 steel and feature knife-edged counterweights.

Call (732) 905-3366 or visit www.manleyperformance.com

SEMA Booth #22623



Duramax Cold Air Intake

advanced FLOW engineering (aFe Power), Corona, Calif., introduces its Stage 2 cold air intake for 2011 GM Duramax LML 6.6-liter V-8 applications. The systems feature a durable, one-piece 18-gauge powder-coated heat shield that blocks out engine heat and installs using factory mounting locations. The intake housing has two built-in auxiliary air scoops and two rows of louvers, and the system also includes roto-mold plastic intake tubes to maximize air velocity and improve horsepower, torque, and throttle response.

Call (951) 493-7155 or visit www.afepower.com

SEMA Booth #23627

