Hot Rod Alley at the SEMA Show includes a mix of street rod, custom car and street-performance products and services pertaining to everything from classic ’30s vehicles to ’70s musclecars and beyond. This diverse category showed growth for the third consecutive year at the SEMA Show. For 2016, the number of companies exhibiting in the hot rod segment grew 2% and occupied 4% more square footage on the Show floor than in the prior year.

This year, Hot Rod Alley exhibitors entered almost 120 new products in the New Products Showcase. If there was a theme to the new-product surge, it might be respect for the hot rod legacy, even as manufacturers cleverly integrate new technologies. Top products receiving scans from buyers included EFI systems from companies such as Holley/MSD Group, Speedmaster and FiTech EFI, and exhaust equipment from Xforce Performance Exhaust. Products related to adapting Chevrolet LS engines to custom applications also received notably high click rates from buyers at the Show.

Among the innovative products receiving awards were a V12 LS engine that runs on pump gas; Bluetooth-configurable, high-def analog instrument packages for ’55–’57 Chevy cars; and a steering column for ’40 Fords that looks vintage but has modern features.

The following pages contain fresh new products entered into the New Products Showcase from exhibitors in Hot Rod Alley as they were photographed and described at the 2016 SEMA Show.

Brookville Roadster Inc.
’32 All-Steel Tudor Phantom Body
937-833-4605
www.brookvilleroadster.com
PN: B400
New all-steel ’32 Tudor Phantom body. Designed by Chip Foose.

GSI Machine & Fabrication
’60–’66 C10 Billet Door Handles
480-940-1806
www.gsimfab.com
C10 billet door handles for classic trucks.

FiTech EFI
G-Sump In-Tank Fuel Pump Module (Single)
951-340-2624
www.fitechefi.com
PN: 50019
FiTech G-Sump in-tank fuel pump module. Converts the fuel tank into a modern in-tank fuel-pump system. Suitable for up to 550 hp EFI or 700 hp carbureted.

United Pacific Industries Inc.
Mirage Lights and Markers
866-327-5288
www.uapac.com
PN: 36656
Unique new taillight, back-up light, signals and markers for 4-in. round and 6-in. oval applications. These new lights create a mirage effect, with a subtle 4-D depth look. Mesmerize, stand out and capture attention with these new markers from United Pacific.

GSI Machine & Fabrication
’67–’72 C10 Billet Door Handles
480-940-1806
www.gsimfab.com
C10 billet door handles for classic trucks.
Eddie Motorsports
Billet-Aluminum Taillight and Marker Lights for ’67–’72 Chevy Trucks
888-813-1293
www.eddiemotorsports.com
PN: MS275-85P
These taillight kits include precision CNC-machined 6061-T6 billet-aluminum bezels, LED taillights, backup-light lenses and a heavy-duty LED flasher. Matching billet marker-light bezels are also available. The kits come in two versions: standard or with customizable sequential operation. The billet bezels are available in seven custom finishes.

Coker Tire
Firestone Wide Oval Radial Redline Tire
800-251-6336
www.cokertire.com
PN: 62500
The Firestone FR70-15 redline tire is an available option in the new Firestone Wide Oval Radial product line, which features authentic looks and modern radial construction.

Wheel Vintiques
Six-Lug OE Steel Wheel
800-959-2100
www.wheelvintiques.com
PN: 62-576512400
New OE steel wheels for six-lug applications, including classic and modern trucks. Available in many sizes and powdercoated finish options.

Rick’s Tanks
Fuel Pump Controller (PWM)
915-760-4388
www.rickstanks.com
PN: 95001
Fuel pump controller controls up to two pumps in a PWM fashion. Speeds up and slows down based on fuel consumption demand. This unit is also capable of boosting voltage up to 17.5V and is fully programmable based on needs.

Wheel Vintiques
Jumbo Wheel
800-959-2100
www.wheelvintiques.com
PN: 88-6412512
The Jumbo wheel is a recreation of an after-market wheel from the ‘30s. It offers vintage looks with many fitment and finish options.

Eddie Motorsports
Billet-Aluminum Door Handles
for ’73–’87 C10 Trucks
888-813-1293
www.eddiemotorsports.com
PN: MS149-27P
Precision CNC-machined from high-quality 6061-T6 billet aluminum. The hinges deliver superior strength with great looks and utilize nitrogen-filled gas struts and sealed bearings for smooth, easy operation. Available in seven custom finishes. Made in the U.S.A.

Rick’s Tanks
In-Tank Pump Module
915-760-4388
www.rickstanks.com
PN: 25001
Multiple in-tank pump assemblies to work with many OE tanks, including Rick’s fabricated and stamped tanks. E-85 capable and up to 2,000 hp.

Eddie Motorsports
Billet-Aluminum Door Handles
for ’67–’72 Chevy Trucks
888-813-1293
www.eddiemotorsports.com
PN: MS277-70P
Precision CNC-machined from the highest-quality 6061-T6 billet aluminum, these one-piece door handles are direct replacements for the stock pot-metal parts. Available in five styles: original smooth, recessed (on display), lightning (on display), ball milled and diamond hatch cut. Nine different custom finishes.
Coker Tire designed an elaborate new display for its new Firestone Wide Oval Radial tires. This display features fitment for two tires and wheels as well as centrally located signage, which can also be used for a TV monitor.

Heidts Automotive
‘93–’02 Camaro and Firebird Independent Rear Suspension
800-841-8188
www.heidts.com
PN: IRC-301

United Pacific Industries Inc.
LED 5¾-in. Headlight With LED Position Bar
866-327-5288
www.uapac.com
PN: 31267
New from United Pacific is a 5¾-in. LED headlight with position bar to fit a wide variety of classics and antiques with round 5¾-in. headlights. Direct replacement and direct fit with little to no modification necessary. Nine high-power LEDs drive a dual-function high- and low-beam application with a two-LED position light bar.

FiTech EFI
Ultimate LS Master Induction Kit for LS1/LS2/LS6
951-340-2624
www.fitechefi.com
PN: 71001
The ultimate LS induction system (500 hp) includes a manifold, billet fuel rails, a billet 92mm throttle body, a handheld color controller, a wiring harness, a self-learning ECU, and an inline fuel pump. Without transmission control. Fits LS1/LS2/LS6.

Axalta Coating Systems
Acquire Quantum EFX
855-547-1461
www.axaltaacs.com/us
Acquire Quantum EFX is an advanced, handheld spectrophotometer designed to help achieve the most accurate color match possible, faster and easier than ever before. Its advanced measurement technology looks deep into the paint film to acquire flake and color characteristics, which are critical in determining the best color match.

It appears that the market is strong and in a growth pattern. Shops and manufacturers alike are all busy and have backlog. The biggest push in the market as of late is keeping pace with OE technology in engines and transmissions. Our goal at the aftermarket is to serve customers with the same power and cool gadgets that the OEs are incorporating into their products.”

—John McLeod
Owner
Classic Instruments

Vintage Air Inc.
Gen IV SureFit Kit for ‘61–’66 F-100
800-862-6658
www.vintageair.com
Complete Gen IV SureFit kit for ‘61–’66 F-100.

Axalta Coating Systems

Unisteer Performance Electric Power Steering Column
800-338-0010
www.unisteer.com
PN: 8053320
Bolt in a true plug-and-play electric power steering column in a hot rod today. This system will bolt in to the stock location and use the same wiring harness as the original. These kits come complete and are backed with a three-year warranty.

Ridetech C7 Corvette Delrin Bushing Kit
812-481-4787
www.ridetech.com
PN: 11609500
Upper and lower Delrin control arm 16-piece bushing kit for the front and rear of ’14-and-up C7 Corvettes.

Ridetech Street Grip Suspension System for ’55–’57 Chevys
812-481-4787
www.ridetech.com
PN: sb-11012350
Ridetech Street Grip suspension system for ’55–’57 Chevys. The kit contains dual-rate front springs, taller ball joints, front and rear adjustable monotube shocks, composite rear leaf springs, a Delrin front control-arm bushing kit, Delrin rear leaf-spring bushings, and a larger Delrin-bushed front swaybar.

Axalta Coating Systems

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Owner
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800-338-0010
www.unisteer.com
PN: 8053320
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PN: 11609500
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www.ridetech.com
PN: sb-11012350
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FiTech EFI
Go Street EFI System Master Kit
With Inline Fuel Pump
951-340-2624
www.fitechefi.com
PN: 31003
This FiTech EFI master kit combines the #30003 Go Street EFI (400 hp) throttle-body EFI system with an inline fuel pump, two filters, hose and fittings.

FiTech EFI
Ultimate LS Induction Kit
for LS3/L92
951-340-2624
www.fitechefi.com
PN: 70011
The ultimate LS induction system (500 hp) includes a low-profile manifold, billet fuel rails, a billet 92mm throttle body, a handheld color controller, a wiring harness and a self-learning ECU. Without transmission control. Fits LS3/L92.

ididit LLC
id.Push Ignition System
517-424-0577
www.ididitinc.com
PN: 2600600100
Whether for hot-rodding, four-wheeling or racing at the dragstrip, ididit’s id.Push ignition system gets users off to a great start.
Aldan American
‘73–’77 A-Body,
‘73–’77 X-Body,
‘78–’88 G-Body,
‘82–’04 S-10
GM Front Bolt-On
Coil-Over
Conversion Kit
310-834-7478
www.aldanamerican.com
PN: AGFMS
GM A, G and X-body
front coil-over kit. Superior
handling, performance and
ride quality. Ride-height adjustable to 3 in.;
100% made in the U.S.A.

SSBC
V8 Eight-Piston Rear Caliper Kits
800-448-7722
www.ssbrakes.com
PN: A193-10
Direct-fit V8 eight-piston rear aluminum
caliper upgrade for ’99–’04 F-250, F-350 and
Excursions. Upgrade from factory cast-iron
two pistons to eight pistons.

SSBC
Force 10
Four-Piston
Forged-
Aluminum
Caliper
800-448-7722
www.ssbrakes.com
PN: A109-40/A109-41 (rear)
Direct-fit aluminum four-piston forged calipers
for ’65–’82 Corvettes. SSBC’s caliper looks like
the stock caliper but is half the weight of the
stock cast caliper. This lighter-weight caliper
creates better ride quality. The calipers come as
a front or rear set and fit in 15x7-in.
stock wheels.

FiTech EFI
G-Surge II Tank—
1,500 hp (Dual Pump)
951-340-2624
www.fitechefi.com
PN: 50008
FiTech G-Surge tank with two
340 lph pumps. Suitable for up
to 1,500 hp. Ensures a constant
supply of fuel when the stock tank is not fully
baffled or the vehicle operates on steep inclines
or makes violent maneuvers.

FiTech EFI
Go EFI 4 System (Black Finish)
Master Kit With Inline Fuel Pump
951-340-2624
www.fitechefi.com
PN: 31002
This FiTech EFI master kit combines the
#30002 Go EFI 4 (600 hp) matte-black finish
throttle body EFI system with an inline fuel
pump, two filters, hose and fittings.

SSBC
Forged-Aluminum
Master Cylinders
800-448-7722
www.ssbrakes.com
PN: A0480
Forged-aluminum master cylinders, plated, with
ports on the correct side, 100% made in the
U.S.A. Twelve different bases, 12 modular top
caps; 144 different SKUs to match any engine
valve cover or create the perfect look. Features
1- and 1½-in. bores.

Precision fit to perfectly
match the contours of your
truck or SUV.

StayPut™ Cleats keep your
liner from shifting around
underfoot over carpet or vinyl.

FormFit Edge™ contains a
spill until you can pull it out,
wash it off—good as new!

Go to HuskyLiners.com or call 800.344.8759
to avoid unwanted stains and damage.

*Actual volume of liquid containment is based upon the specific part number of liner.
Aldan American
‘68–’72 A-Body GM
Front Bolt-On
Coil-Over Kit
310-834-7478
www.aldanamerican.com
PN: ABFMS
Bolt-on front coil-overs for ‘68–’72 GM A-bodies, delivering superior handling, performance and ride quality. Ride-height adjustable to 3 in.; 100% made in the U.S.A.

Powermaster Performance
Corvette Upgrade
630-957-4019
www.powermastermotorsports.com
PN: 48969
Corvette high-output alternator; 220 amps; 150 amps at Idle. For ’07–’13 C5/C6 Corvettes with 5.7L/6.0L/6.2L/7.0L engines. Uses existing brackets for direct bolt-on. Add additional electrical accessories without worry. Available in chrome, polished, gloss black and natural finishes. Made in the U.S.A.

All American Billet
Billet Rear Suspension for ’60–’72
Chevy Trucks
844-BILLET1
www.allamericanbillet.com
PN: RS-6072CT
Rear suspension featuring billet trailing arms and coil-overs. The trailing arms are made from 6061-T6 billet aluminum and are approximately 20 lbs. lighter than stock. Available in machined finish or the signature Silverline series.

All American Billet
Billet Front Suspension for ’63–’72
Chevy Trucks
888-BILLET1
www.allamericanbillet.com
PN: FS-6372CT
Billet front suspension for ’63–’72 Chevy trucks. It features coil-overs and billet control arms made from 6061-T6 billet aluminum. Available in machined finish or the signature Silverline series.

Classic Instruments
Performance Gauges
800-575-0461
www.classicinstruments.com
The all-new line of performance gauges features a complete range of 14 instruments, both full-sweep and short-sweep, across seven different design styles and two sizes. The gauges’ rugged air-core movements, data-logging compatibility, integrated warning lights and optional performance bezels make them the perfect fit for the performance world.

Classic Instruments
Performance Gauge Packaging
800-575-0461
www.classicinstruments.com
Unruly pile of spare bolts? Endless search for a pen? Perpetual cup holder full of change? Classic Instruments cares about functionality and style. That is why the company wanted a dual-purpose package when designing new packaging for its 2½-in. gauges. This reusable tube with a tight-sealing lid offers the perfect garage catch-all.

Viking Performance Inc.
Voyager Comfort Ride
Shocks
952-469-4130
www.viking.com
Viking’s new double-adjustable Voyager shocks feature Viking’s patented valving design for the ultimate comfort ride. Voyagers are designed for cruising comfort through the full adjustment range of the shock. These aluminum shocks minimize harshness on uneven road surfaces and are designed specifically for cruising.
The unique Berserker Active Shock Management (ASM) tuning tool allows a user to create and save vehicle setups via computer by changing various shock parameters mapped to a three-position switch within the ASM system. The user can test and optimize any changes prior to saving. An infinite number of tunes may be saved and easily uploaded at any time.

The Viking Marauder is a four-way adjustable aluminum gas-charged shock with a remote manifold/canister. It utilizes Viking’s patented valving and is capable of generating virtually unlimited adjustment ranges and extremely high forces for optimum control. These shocks are available in application-specific valving.

A new look to an outdated vintage underdash A/C system. A must-have for the khaki and Polo kind of guy. Now available with a brushed-aluminum fascia. Available in anodized gold, bronze, blue and red.

A compact climate control system with a Bluetooth interface for mobile iOS and Android device controllability and fault diagnostics. Features an infinite blend between all modes (dash/defrost/floor) and full temperature blend (hot to cold). Included is a multi-mount system that allows more than four different ways to mount the compact Vapir A/C system.


The Atmosphere app by Restomod Air is now available on the Apple Watch. This is perhaps the most convenient and simplest way to control a Restomod Air system. Use the customizable controls for layout and color solutions, preset the temperature and diagnose any problem.

I think the biggest change to come in the last few years is the influx of new customers—first-time guys to have cars built or build themselves. It’s very exciting as well as a huge responsibility for our industry as a whole to ensure that this new customer base is taken care of and treated fairly. We all need them to have a positive experience, regardless of whether it is you or your competitors that can make them the happiest. If they get a raw deal or something turns them off, they will find other avenues and hobbies to spend their money on, and then we all lose.

—Josh Henning
Goolsby Customs Inc.
In terms of what products are currently trending in 2017, what I'm seeing is a blend of modern technology in old-school rods. There is always the die-hard, true-to-the-core enthusiast who insists that everything be made the way they used to build them. But we’re also seeing a lot of enthusiasts use updated technology to replace worn-out parts. Products such as new panels stamped out of modern, high-tensile steel with updated anti-corrosive coating; LED products instead of incandescent; modern brakes, suspension, etc., are being used and adapted to hot rods to customize each car to the enthusiast’s preference.

—Dan Wu
Marketing Director
United Pacific Industries Inc.
Flaming River Industries Inc.
Aluminum Roadster Column
440-826-4488
www.flamingriver.com
PN: FR3310
New, compact, lightweight, billet-aluminum roadster column with integrated electronics for turn signal, hazards and horn functionality. Never sacrifice safety for style. Made in the U.S.A.

Flaming River Industries Inc.
The Big Switch 400
440-826-4488
www.flamingriver.com
PN: FR1046
Heavy-duty battery disconnect switch with 400-amp rating. Silver pads and terminals and glass-nylon material provide impact and temperature resistance. Waterproof and corrosion-resistant. Made in the U.S.A.

United Pacific Industries Inc.
Curved High-Power LED 50-in. Light Bar
866-327-5288
www.uapac.com
PN: 36768
High-powered LED light bar with a slight curve to match the curvature of the windshield. With 96 powerful LEDs providing more than 17,000 lumens of output, it's sure to illuminate any obstacle during the darkest of nights.

Flaming River Industries Inc.
'65–'70 Mustang Bolt-In Power Rack and Pinion Cradle Kit With Travel Bar
440-826-4488
www.flamingriver.com
PN: FR330PWNC
New road-race kit is adjustable to accommodate lowered cars as well as various front-end and steering-geometry configurations for road racing. American made.

Flaming River Industries Inc.
'B53–'56 Ford F-100 Tilt Steering Column
440-826-4488
www.flamingriver.com
PN: FR20005F1SS
Stainless tilt column with horn kit. Custom shroud fits reproduction steering wheel. Paintable, polished and powdercoat finishes available. Includes dress-up kit and turn signal wiring.

ididit LLC
Pro Lite Steering Column
517-424-0577
www.ididitinc.com
PN: 1350860056
There's no need to sacrifice function for performance with ididit's Pro Lite steering column: It combines the best of both worlds.

ididit LLC
'40 Ford Steering Column
517-424-0577
www.ididitinc.com
PN: 1400300015
ididit's special-edition '40 Ford steering column offers elegant, vintage style with modern convenience.

Lokar Inc.
Clayton Machine Works Gated Automatic Transmission Shifter
865-824-9767
www.lokar.com
The Clayton Machine Works gated automatic transmission shifter, with its gated detent pattern, varied mounting options and innovative lever design, gives users the ultimate in customization and styling for hot rods or musclecars.

Lokar Inc.
Automatic Electronic Sport Mode Shifter
865-824-9767
www.lokar.com
With its integrated sport mode, Lokar's automatic electronic sport mode shifter not only provides standard automatic operation but also allows users to shift the lever from overdrive into sport mode for manual control of most early electronic transmissions.

Ringbrothers
Universal Rear Spoiler With Micro Hinges
608-588-7399
www.ringbrothers.com
PN: 50565-9409
Looking for a unique spoiler solution? This universal spoiler is manufactured from 6061-T6 billet aluminum and comes in a raw finish, ready for paint. The spoiler includes billet universal micro hinges (PN 99000-3200) for easy installation and almost infinite adjustability.
CVF Racing  
Pontiac Serpentine System, Electric Water Pump  
651-356-8593  
www.cvfracing.com  
PN: PONT-SERPENTINE-AC-EWP-ALL  
Eight-rib serpentine conversion kit for Pontiac V8 engines with A/C, power steering, alternator and electric water pump. All-Inclusive kit with brackets, pulleys, A/C compressor, 100-amp alternator, power steering pump, high-flow electric water pump and belts. Also available without accessories for $685 retail.

CVF Racing  
Ford 351C Serpentine System, Electric Water Pump  
651-356-8593  
www.cvfracing.com  
PN: 351C-SERPENTINE-PS-EWP-ALL  
Eight-rib serpentine conversion kit for Ford 351 Cleveland with power steering, alternator and electric water pump. Polished-aluminum pulleys and brackets. All-inclusive kit with brackets, pulleys, 100-amp alternator, power steering pump, high-flow electric water pump and belts. Also available without accessories for $568 retail.

CVF Racing  
Big-Block Chevy Stealth-Black Serpentine System, Electric Water Pump  
651-356-8593  
www.cvfracing.com  
PN: B-454-SERPENTINE-AC-C-EWP-ALL  
Eight-rib serpentine system for big-block Chevys with power steering, alternator and A/C. Stealth-black bright dip-anodized coating on pulleys and brackets. All-inclusive kit with brackets, pulleys, 100-amp alternator, power steering pump, high-flow aluminum water pump and belts. Also available without accessories for $595 retail.

Rab Performance Parts  
Ford Cleveland Serpentine Track System  
909-889-2124  
www.rabperformanceparts.com  
PN: RAB3510  
The Rab 3510 Cleveland serpentine kit comes with billet alternator and SD-7 A/C compressor, aluminum high-flow water pump, Type II power steering pump with remote reservoir tank, Gates tensioner and belt, 6061-T6 billet brackets and pulleys and all hardware.

Looking ahead to the future, I think high-end parts are becoming more attainable. With CNC machining, 3D printing and excellent fabrication work as well as sophisticated EFI systems becoming more mainstream, project vehicles are going to continue to exceed the standards and expectations of just a few years ago. A resurgence of actually driving custom vehicles is helping push this trend; not only must it look the part, it has to make the trip, run the number, etc. People want a hot rod to do it all, and that’s totally possible in 2017.

—Greg Karpe  
Sales Associate  
Dakota Digital Inc.
**HOT ROD ALLEY NEW PRODUCTS**

**Lokar Inc.**  
**Musclecar Shifter-Knob Adapter**  
865-824-9767  
www.lokar.com  
The Lokar musclecar shifter-knob adapter lets users enjoy the look and feel of a classic four-speed shifter and provides the ability to use custom knobs while maintaining all of the safety features of an existing Lokar shifter.

**Lokar Inc.**  
**Musclecar Automatic Transmission Shifter**  
865-824-9767  
www.lokar.com  
Lokar’s musclecar automatic transmission shifter lets users enjoy the look and feel of a classic four-speed shifter while providing the pull-up-to-shift tactile feel of the early Corvette shifter.

**Lokar Inc.**  
**Goolsby-Edition Interior Door Pulls**  
865-824-9767  
www.lokar.com  
As featured in Lokar’s ’69 LokaRS Camaro, the Goolsby Edge-edition interior door pulls feature a modern universal design with up to 18 highly customizable options to match a vehicle’s interior.

**Lokar Inc.**  
**Goolsby Edge-Edition Throttle Pedal Assembly**  
865-824-9767  
www.lokar.com  
Lokar’s Goolsby Edge-edition throttle pedal assembly provides rugged musclecar styling and performance along with removable machined aluminum inserts for seemingly endless customization. It is the perfect addition to any musclecar or hot rod.

**Lokar Inc.**  
**Goolsby-Edition Billet-Aluminum Exhaust Tips**  
865-824-9767  
www.lokar.com  
Lokar’s Goolsby-edition billet-aluminum exhaust tips provide the finishing touch to a custom exhaust. Available with a machined finish, they feature two-piece billet-aluminum construction and curvature to match the vehicle’s rear valance with modern styling.

**Lokar Inc.**  
**Premium Billet-Aluminum Dipstick Handles**  
865-824-9767  
www.lokar.com  
Lokar’s premium billet-aluminum dipstick handles are available in various designs to personalize the look of Lokar engine and transmission dipsticks.

**AutoTrickz LLC**  
**Ultra Touch-Activated Trigger, Version 2.0**  
951-310-1035  
www.autotrickz.com  
PN: 81740  
A stick-on numerical pad installed on the interior side of the glass windshield for use in locking and unlocking doors or triggering other accessories by touching the user’s own code from outside the vehicle.

**Lokar Inc.**  
**Early Ford Radiator Cap**  
865-824-9767  
www.lokar.com  
Lokar’s billet-aluminum early Ford radiator cap gives users the finishing touch to early Fords with its billet-aluminum construction, traditional styling and polished finish.

**Lokar Inc.**  
**Goolsby-Edition Billet-Aluminum Hood Vents**  
865-824-9767  
www.lokar.com  
Lokar’s Goolsby-edition billet-aluminum hood vents with a machined finish and clamping design are the ultimate in customizable functionality for a late-model or musclecar project.
AutoTrickz LLC
12VDC Plug-In Tracking Device
951-310-1035
www.autotrickz.com
PN: 80717
This plug-and-play tracking device can be used in any vehicle using a cigarette-lighter charger. It features a quad-band GSM modem that enables its use anywhere in the world. With a three-axis accelerometer G-force sensor, critical data can be obtained from any vehicle. Real-time location of the car and alerts about driving conditions can be in the palm of the user's hand.

Coker Tire
Firestone ANS 4.50-17 Motorcycle Tire
800-251-6336
www.cokertire.com
PN: 73221
The new Firestone ANS 4.50-17 tire is an expansion to a popular line of motorcycle tires used in restorations and custom applications.

Mast Motorsports
Str8jacket Race Head
936-560-2218
www.mastmotorsports.com
PN: 510-212
The first LS race head for 4-in. bore sizes to flow more than 400 cfm. The Str8jacket head from Mast Motorsports is designed as a cost-effective race head for all-out LS performance. Available in two configurations—medium bore and large bore—the Mast Str8jacket head will help users reach new heights.

Painless Performance
Direct-Fit ‘70–’72 Chevelle/ Malibu Harness
817-244-6212
www.painlessperformance.com
PN: 20130
This direct-fit harness is a 26-circuit plug-and-play harness for ‘70–’72 Chevelles and Malibus. This harness gives the user everything needed to rewire a car—plus more.

Painless Performance
Trail Rocker System for ‘76–’86 Jeep CJs
817-244-6212
www.painlessperformance.com
PN: 57022
Painless Performance says that this is the only weather-resistant option for controlling up to eight accessories on a CJ Jeep. This kit mounts six LED switches under the dash to control anything from lights to winches. They are controlled via an eight-fuse/relay center that is mounted under the hood with a custom powdercoated bracket.

Painless Performance
Trail Rocker System for ’09–’16 Jeep Wrangler JKs
817-244-6212
www.painlessperformance.com
PN: 57003
Painless Performance says that this is the only weather-resistant option for controlling up to eight accessories on a JK Jeep. This kit mounts six LED switches overhead to control anything from lights to winches. They are controlled via an eight-fuse/relay center that is mounted under the hood with a custom powdercoated bracket.

Just based on the shows that we have gone to, it appears that the traditional hot rod has once again taken the limelight back from the more rustic-type builds. We have nothing against rat rods and love that they bring some people into the hobby who could not otherwise afford to get into a rod. Those are great places to start, and in many cases, they are works of art. But we’ve noticed that the higher-end builds have been getting the attention they deserve. You only have to look at this year’s Grand National Roadster Show or the Detroit Autorama to understand that flawless bodywork and beautiful paint finishes are back in vogue. Hot rods have always been about body, stance and paint. The products that help builders produce rods with great bodywork, aggressive stances or impeccable finishes are the trend. We’d say that the biggest overall change is the move back to traditional-style hot rods and the products that support those builds.

—Bobby Kimbrough Jr.
Editor
Rod Authority
Detroit Speed Inc.
Selecta-Speed Wiper Kit
704-682-3272
www.detroitspeed.com
PN: 121632
The ’67–’72 C10 truck wiper kit offers a modern OE wiper motor design that features a seven-speed wiper motor and five delays, with low speed and high speed. It includes a billet knob, an adapter plate and a wiring harness for factory appearance. The rotary switch features a push button function for a washer option that allows the wiper blades to cycle three times.

Steele Rubber Products
Rear Bumper Step Pad Set
800-544-8665
www.steelerubber.com
PN: 70-3637-87
This rear bumper step pad set contains the left, center and right step pads in the tailgate opening for dual-action tailgates.

HushMat MotionU
MotionU — The Most Automotive Events on the Planet
866-896-8679
www.motionu.com
MotionU tracks automotive, motorcycle, truck, racing, off-road, ATV and other events around the planet; 165,000 of them were posted in 2016. Enthusiasts and professionals may search and post events for free. Events include shows, cruises, races and conventions. MotionU’s 2016 Top 100 list named SEMA the number-one event on the planet.

JJ’S Rods & JJ’S E-Z Boots
Brake or Clutch Rubber Boot
704-681-1357
www.jjsrods.com
PN: jjs-32341916-1
JJ’S E-Z Rubber firewall boots provide an elegant solution to an old problem. The boot seal kits are easily adaptable to different-size brake or clutch pedals and firewall configurations. Noise, heat and dust are excluded from the vehicle’s interior.

Steering Column Rubber Boot
704-681-1357
www.jjsrods.com
PN: jjs-32561916-1
JJ’S Rods & E-Z Rubber firewall boots offer an elegant solution to an old problem. These rubber boot seal kits are easily adaptable to different pedals, columns sizes and firewall configurations. Noise, heat and dust are excluded from the vehicle’s interior.

Axalta Coating Systems
Cromax Hot Hues Candy CFX Colors
855-547-1461
www.axaltacs.com/us
Cromax Hot Hues Candy CFX is a line of candy dye containing two-stage basecoat colors that provide the vibrant deep look of a tri-stage candy paint job with the application ease of a normal basecoat. Candy CFX colors are spot repairable and highly customizable to provide an award-winning finish.

NotcHead
Bolt and Sockets
360-243-3492
www.notchead.com
PN: 8916
This unique seven-notch design makes it virtually impossible to strip or round the head of a fastener. The same socket fits both metric and standard. All sockets use a ¼-in. drive. A narrow pin drive socket allows the fasteners to be used in certain counter bores. CNC-machined 416 stainless body with heat-treated alloy steel high-strength pins. Made in America.

NotcHead
Braided Line Clamps
360-243-3492
www.notchead.com
PN: 2316-6
NotcHead braided line clamps offer an upgrade to a proven fast and easy snap-in installation with the added benefit of keeping braided lines off painted surfaces. The high chemical- and UV-resistant co-polymer Acetal offers a melting point of 335ºF. These new clips fit -3 AN or ¼-in., -4 AN or ½-in., -6 AN or ¾-in., and -8 AN or 1¼-in.
The hot-rod market seems to be doing well overall. The builders we talk with are busy, and new cars/projects continue to roll out of professional shops that raise the bar and push the boundaries of hot rodding. Also, look at some of the road tours and events out there, from morning coffee cruises to the major events, people seem to be enjoying their hot rods. Leading the trend right now is late-model performance. Enthusiasts want their old cars to run and handle like a newer car and are building/husing parts such as air conditioning, better brakes, sway bars and suspension components, not to mention drivetrains. In contrast, the traditional side of the hobby has never been stronger, with builders sticking to original hot-rod parts and engines. Events such as the Hot Rod Dirt Drags, the Race of Gentlemen and a number of events that stick with '63-and-older vehicles are on a different path that continues to grow the industry and is capturing a new generation of builders, metal fabricators and painters. It is keeping the history of rodding growing and rolling.

—Todd Ryden
Editor
Street Rod Life
Ridetech
Air Pod
812-481-4787
www.ridetech.com
The next evolution in air management that features integrated air valves, a compressor and an ECU contained in a double O-ring sealed modular tank system.

Wheel Vintiques
Jeep Smoothie Steel Wheel
800-959-2100
www.wheelvintiques.com
PN: 00-7712042
The new Jeep Smoothie wheel is a heavy-duty steel wheel that offers precise fitment for many Jeep platforms, with a rugged powdercoat finish.

Wheel Vintiques
Volkswagen Beetle Smoothie Steel Wheel
800-959-2100
www.wheelvintiques.com
PN: 00-6651805
The Volkswagen Beetle Smoothie wheel is a contemporary design to offer retro styling to the popular modern Volkswagen Beetle platform.

Wheel Vintiques
Fiat 500 Smoothie Steel Wheel
800-959-2100
www.wheelvintiques.com
PN: 00-5604042
The new Fiat 500 Smoothie steel wheel from Wheel Vintiques offers retro styling and precise fitment for the Fiat 500 series.

SSBC
Aluminum Pressure-Cast Master Cylinders
800-448-7722
www.ssbrakes.com
PN: 479
MOPAR master cylinders that weigh half as much as stock cast master cylinders and do not rust. SSBC has developed a new master cylinder that weighs just under 4 lbs, and looks just like the stock cast master cylinder. These new aluminum master cylinders are made from the original prints, and every master cylinder is tested for quality.

Aldan American
’78–’88 G-Body GM Rear Bolt-On Coil-Over Conversion Kit
310-834-7478
www.aldanamerican.com
PN: AGRMS
A ’78–’88 GM G-body rear coil-over kit, this bolt-on design offers easy conversion to adjustable coil-over shocks. A solution for superior ride quality, handling and performance; 100% made in the U.S.A.

American Autowire
250-Piece Professional-Grade Terminal and Connector Kit
800-482-9473
www.americanautowire.com
PN: 510643
The professional-grade terminal and connector kit is designed for builders and hobbyists alike. American Autowire has included the most common terminals and connectors that will assist with troubleshooting, repairing or replacing connections. The contents are compartmentalized in a durable case. The inside lid has a diagram detailing the contents by image and description.
MBM—M B Marketing & Mfg.
Universal GM A-, F- and X-Body Booster Conversion Kit
800-231-4125
www.mbmbrakes.com
PN: GM-402-B
Universal 9-in. dual power brake booster conversion kit. Everything needed to convert a GM A-, F- or X-body car to power brakes.

All American Billet
Chevy LS Vortech Supercharged Front Serpentine Drive System
844-BILLET1
www.allamericanbillet.com
PN: FDS-LSSC-101
Take the guesswork out of the supercharged front drive kit. Fits LS-based engines. These kits are said to be a great way to clean up any engine compartment while boosting performance and modernizing the front drive setup. Made from 6061-T6 aluminum and made in the U.S.A., they come in machine finish, polished and the exclusive Silverline series.

V12LS.com
LS12
410-971-0477
www.v12ls.com
PN: LS12717LB
V12LS.com touts this as the first and only V12 LS engine on the market. Produces 717 hp on pump gas with a mild camshaft. Available as a long-block or turnkey.

All American Billet
Ford FE Front Serpentine Drive System
844-BILLET1
www.allamericanbillet.com
PN: FDS-FE-101
Ford FE front drive systems fit ’65–’76 390ci, 427ci and 428ci Ford FE-based engines. All American Billet says that the systems are compact and a great way to clean up any engine compartment while modernizing and taking the guesswork out of a belt-driven setup. Made from 6061-T6 aluminum and made in the U.S.A., they come in machine finish, polished and the exclusive Silverline series.

All American Billet
Chevy LSX Front Serpentine Drive System
844-BILLET1
www.allamericanbillet.com
PN: FDS-LSX-101
Fits LSX engines. These systems are compact and are said to be a great way to clean up any engine compartment while modernizing and taking the guesswork out of a belt drive setup. Made from 6061-T6 aluminum and made in the U.S.A., they come in machine finish, polished and the exclusive Silverline series.

Workshop Hero
Metal Rescue Rust Remover Bath Concentrate
800-365-1117
www.ridetech.com
PN: WH003228
Metal Rescue rust remover bath concentrate is said to be a clean, safe and easy-to-use rust remover. It is nontoxic, nonhazardous, acid free and reusable. Metal Rescue concentrate offers the same benefits and the same brand promise as Metal Rescue ready-to-use in a smaller, more convenient size.

Wheel Vintiques
Toyota FJ Steel Wheel
800-959-2100
www.wheelvintiques.com
PN: 00-7706042
The Toyota FJ Rallye wheel is a heavy-duty steel wheel that is designed specifically for the Toyota FJ, with rugged looks and precise fitment in mind.

SSBC
JL8 Performance Brake Kit
800-448-7722
www.ssbrakes.com
PN: A123-50
JL8 brake kit for front and rear disc brakes. The kit includes four-piston aluminum calipers with stainless-steel pistons, 11.8x1.25-in. rotors, and forged-aluminum hubs Rear kit has internal stainless parking brake inside the rotor. Available as front kit only.

Axalta Coating Systems
Imron 6600 CT Polyurethane Basecoat
888-6-AXALTA
www.axaltacs.com/us
PN: 6600CT
Axalta believes that the appearance and protection of a commercial vehicle is of the utmost importance. That’s why its premium-quality Imron 6600 CT basecoat is formulated with the properties of a fully cross-linked polyurethane for superior commercial coating performance while delivering an automotive-like appearance.
Introducing the LS forward-rotation water pump pulley and bracket kit. Precision CNC machined from 6061-T6 aluminum for strength and perfect fit. These kits also include all of the mounting hardware needed and detailed instructions so that installation is a snap.

This stylish serpentine conversion kit for Ford 351 Cleveland engines solves the problem of unreliable V-belt accessory drives; no more belt throwing or slipping. A unique combination bracket mounts the alternator and A/C in a compact manner.

ZyBar by ZyCoat LLC is a specially formulated coating for high-temperature heat dissipation on headers, manifolds and exhaust systems. ZyBar conquers extreme temperatures (2,000ºF) and reduces radiant heat by more than 90%. ZyBar is durable, color stable, and can be spray applied at less than .001-in. thickness.

These absolutely rigid header collector flanges are said to completely eliminate recurring gasket failures, bolt on in minutes and are universal in design, matching most manufacturers’ collector unions.

The optional Detroit Speed Inc. windshield washer pump kit was designed to be used with the DSE Selecta-Speed wiper kits to replace the OEM washer pump. The DSE wiper kit has a pushbutton function on the wiper switch to operate the washer pump. The wiper kit also has power and ground wires in the wiring harness to install the DSE washer pump kit.