

# PERFORMANCE REPORT

## INFORMATION & VIEWPOINTS

### What Can We Do To Help You? Maybe Save Our Industry!

"I don't really want to go back to Herman's if we don't have to," said the tall, thin fellow in the bright red Somewhat Racing jacket as he pushed the rest of his fries around in the pool of catsup

"I hear ya! That one guy acted like we were asking for his first born," replied his buddy, resplendent in bib overalls and a yellow Jugs' hat.

Red Jacket went on, "That dude didn't have to act so surly. All I wanted was a special order. He acted like he was in pain."

"Big deal. So he would have had to break out a catalog and do some research," said Mr. Bibs. "I'd rather do mail order than put up with that crap again," he added, shaking his fist for emphasis.

Red then asked, "And what about that one counter dude telling us we'd have to go to a dealer for that crate engine we wanted?"

"Ya! When they had two in stock for cryin' out loud!"

With this last exclamation, the two finished their burgers and walked out of the fast food joint.

The two fellows we overheard at lunch recently were

apparently discussing where to go for certain parts to finish up a current car project. We were curious about their reluctance to go back to the shop where they were

evidently mistreated. If this was true, someone at that place had sure dropped the ball.

In light of recent magazine articles (more on this in a bit) telling us, point blank, that the future of hot rodding and the performance aftermarket might

be in serious jeopardy we could not fathom a shop being so cavalier. In fact, if any shop is going to survive these hard times in which we find ourselves, measures are going to have to be taken to ensure that extraordinary customer service efforts are always extended.

We like the "What Can We Do To Help You?" approach to counter sales. It's one that works whether the shop is selling high performance items, or hard parts for Subarus, and when times are hard this approach will assure customer loyalty and, equally importantly, business survival.



(Continued on page 2)

• Information and Viewpoints •

What Can We Do To Help You? ..... 1,2

• Charlie Jobber •

Is There A Sleeper In Your Future? ..... 5,8

• New Product Showcase •

Turbonetics, Altronics, MSD, Moroso ..... 3,4

• New Products •

More New Products ..... 6

• Allstar •

New Allstar Products ..... 7

The WCWDTHY theory holds that if a customer walks through the doors of a business, he most likely has sought that business out as the source for what he needs. If that business is a speed shop, there's a better than even chance that he is either building, or contemplating building, a specialized automotive project. At the contemplation stage, he needs information and, above all, encouragement. If he hears what he likes, he'll be back with money in hand. If he's already in the building phase, he needs the components to pull it off. The savvy high performance counterperson has but one response to either customer type: Give him what he wants!!! No wrinkled brows. No guffaws. No pouting. Only accommodating smiles will do. It should not matter at all whether the guy wants to build a mild small block or put a hemi in his Hoveround! What can you do for him?

What about these magazine articles mentioned earlier? Well written and to the point, these articles present some very convincing evidence to back up their claims that we may be in serious trouble. A brief review of several of the points made by the authors should give everyone pause for concern. Among the points for consideration:

**Youthful Indifference:** Recent statistics suggest young people don't seem to care about cars anymore. According to the most recent government data, the number of teenagers with licenses, which reached 12 million in 1978, is now under 10 million. Nearly 70 percent of 16-year-olds and over 50 percent of 17-year-olds did not have their driver's licenses in 2008, and they don't plan to acquire one any time soon. Several reasons have been blamed for this phenomenon. Among them are monetary concerns, environmental concerns and reconfigured means of social communications.

Some youngsters are reluctant to add to their parents' already heavy financial burden by increasing their insurance premiums. In today's economy, the addition of a teen driver to the family car insurance plan can increase premiums by as much as 30%.

Another concern is the high cost of entry into the ranks of car ownership. High prices for new cars, the accompanying high prices for insurance and expensive state vehicle registration fees have had an effect on the used car market as well, increasing demand and driving prices up to new levels.

Many of today's younger people espouse a real concern for the environment and the future of the planet. They perceive the automobile, in its current state of development, and the industrial complexes from which automobiles emerge to be detrimental to the causes of clean air and water. Driving for pleasure, a favorite pastime of their baby-boomer parents, has no appeal at all for the younger group.

Emails, cell phones and text messages have also

played a part in rendering the car an unnecessary expense. Texting a friend is quicker and more efficient than driving over to their house, and often fulfills the exact same need. If given the choice, most of today's youngsters would rather give up a car than their I-pod.

Governmental edicts also pose a threat to youngsters embracing the performance industry. Americans scrapped 4 million more cars and trucks than they purchased in 2009 — the first significant drop in the U.S. auto fleet since the late 1960's. The New York Times places the blame not on a slumping economy or "Cash for Clunkers" but on disinterest among driving-age teens. Decline of automotive interest among teens is definitely a real cause for concern.

**Aging Enthusiasts:** According to statistics from [hagerty.com](http://hagerty.com), the average age of a historic vehicle hobbyist is 55, and 75 percent of the hobbyists are 46 or older. The aging demographic was just one of the "top threats" to the collector car hobby discussed in an August symposium during the famed Monterey Classic Car Week. Check out the crowd at any collector car show or hot rod reunion. There is a lot of gray and white hair (and golf carts) in the mix. Some worry that young people who have grown up with computers and social networking playing a larger part in their lives than cars will not be drawn to the hobby when they grow older and have more monetary resources at their disposal.

**Governmental Regulations:** While most collector cars are able to meet existing emissions and fuel requirements, increasingly strict regulations may make that more difficult in the future. With many states pushing for more electric and gas/electric hybrid cars, production of gasoline and lubricants that meet the needs of older vehicles may no longer be an important consideration in the future.

**Disappearing Infrastructure:** As automobiles have grown more complex and dependent on computers and electronics in the past two decades, the number of technicians familiar with and capable of working on older mechanical equipment is shrinking. Recent studies, for example, indicate that a startling number of trained modern mechanics have no clue about setting points in an ignition that until 35 years ago was the standard of the industry.

Now, friends, factor these very real threats to our beloved hobby into an equation with the earlier discussion between the young race enthusiasts and, most importantly, the reasons for their reluctance to return to that speed shop that turned them off and it might just be plain to see why one circumstance feeds the other to further damage our chances of survival. What can you do to make life better for your customers? What Can You Do To Help Them?

Based on information from [www.hagerty.com](http://www.hagerty.com) and the Historical Vehicle Association.

## NEW PRODUCT SHOWCASE



### 2005-09 Mustang And 2010 Camaro Turbo Systems

Offering dramatic power increases, the new Turbonetic Mustang and Camaro turbocharger systems include ceramic ball bearing turbocharger units, unpolished stainless steel exhaust plumbing from stock converters to the turbo and from the turbo back to the stock exhaust system, aluminum plumbing from turbo to the Spearco front mount intercooler and MSD boost referenced fuel pump controllers. The systems install in one day with no chassis modifications and, most importantly, no splicing or cutting of electrical components.



### ALIRONICS INC AIRE Pocket Weather Calculator ALTPAKT

Want to know the what the weather picture is? Just reach in your pocket, pull out the Performaire Pocket Weather Calculator and take advantage of its Ultrasonic weather sensing and performance calculating technology to present a true representation of weather and its effect upon the horsepower and performance of an internal combustion racing engine.



### MSD IGNITION Digital 6A and 6AL Ignitions

MSD has completely redesigned both their 6A and 6AL housings. Now the wiring is routed out one end through a sealed and locking connector. The limiter on the 6AL now sits right on top of the housing, offering easy access to the two rotary dials for setting the rev limits in 100 RPM increments. The new ignitions will produce more power while drawing less current. - over 530 volts and up to 135 mJ of spark energy for every firing.



### Digital Points Kits

The EZ-1 Digital Points Replacement kits offer digital accuracy, MSD power and easy, single wire installation. The sets assure accurate spark time and more power with up to 5 amps of current for every firing of the points. Kits are available for Chevrolet, Ford and Mopar V8 engines.



### MOROSO Locking Transmission Dipsticks

Made of heavy duty, hydraulic tubing and then black powder-coated, the dipstick tubes are fitted with threaded knobs that will stay locked under high pressure and severe vibration levels. The dipstick itself is made of heavy duty cable with "Full" and "Fill" areas clearly marked. NHRA approved. Locking dipsticks are now available for Powerglides, long style and short for dragsters, Turbo Hydramatic 350 and 400 long style and Ford C4 long style.



### Anti-Roll Kit, 2008-Up Dodge Challenger MOR44055

Moroso now offers an anti-roll kit (MOR44055) for new Dodge Challengers. It will lock the front wheels and hold the car in the water box for the burnout and will prevent creeping when the car is staged. Requires no cutting or splicing of brake line and will not interfere with the ABS system when not actuated. Heavy duty components include two enhanced solenoids, a push-button switch, bracket, coiled wire, line-lock valve, fuse holder and indicator light. Made and tested in the USA.



### LS Series Electric Water Pump MOR63566

Sure to be a hit with street rodders using modern GM engines, Moroso's new LS Series Electric Water Pump (MOR63566) mounts in the stock LS water pump location and eliminates the bulky stock unit. The drive belt is also eliminated, saving horsepower and providing maximum circulation during all driving situations and, especially, when at idle. Draws only seven amps and is compatible with 12 and 16 volt systems. To make it all come together, you'll need a remote thermostat housing such as MOR63425 or MOR63426.



accepts:



# NEW PRODUCT SHOWCASE



## LS Remote Water Pump Adapter Kit

Free up space in the area in front of the engine in cramped engine compartments by using a smaller, more powerful Moroso Remote Electric Water Pump (MOR63616). Kit includes two billet aluminum adapter blocks, fasteners, Viton O-rings and four high flow -12AN fittings. Requires use of a remote thermostat housing such as MOR63425 or MOR63426.



## Air/Oil Separator

When plumbed into the vehicle's positive crankcase ventilation (PCV) system, the separator captures excess crankcase vapors and the residual oil mist and prevents it re-entering the intake track. Most vehicles use a factory system to vent excess crankcase vapors and oil mist right back into the intake manifold which can cause detonation and harmful oil deposits to form in the intake track and even on the valves. The body of the separator is an attractive billet aluminum unit which can even be polished, chromed or powder coated for a custom appearance. A billet aluminum mounting clamp is included as well as a stainless steel bracket for mounting in non-accessible behind-panel applications. A bottom drain allows emptying without making a mess.



## CNC Ported GM L92 Cylinder Heads

New GM L92 castings are 5-axis CNC ported, fully assembled and available in two stages of performance potential. Stage 2 heads have OEM intake and exhaust valves, GM valve seals and Super 7 locks. The Livernois dual coil valve springs are good to .690" lift and use titanium retainers. Stage 3 heads have been "massaged" to produce an intake flow rate of 360CFM and an exhaust flow rate of 245 CFM with a 1-3/4" exhaust pipe.



## LS Series CNC Ported Cylinder Heads

Seasoned GM LS2 head castings are 5-axis CNC ported with 220cc intake runners, fitted with dual coil valve springs good to .690" lift, titanium retainers, GM valve seals, Super 7 locks and then fully assembled. Stage 2 heads have new 2.00" intake valves and 1.550" exhaust valves. Stage 3 heads have 2.020" intake valves and 1.575" exhaust valves.



## Hydraulic Clutch Conversion Kits

McLeod Racing has developed several kits to convert stock Mustang cable activated clutches to hydraulic activation. Benefits of the hydraulic clutch include softer pedal effort, smoother clutch operation and better clutch performance under high speed driving. Kits are self-adjusting and use steel braided lines for heat resistance around exhaust components. Two styles are offered: an external slave cylinder arrangement and another using a hydraulic throw-out bearing.



## High Performance Engine Assembly Lubricant

Penn-Grade 1 is a high viscosity lubricant that offers superior protection to all metal-to-metal surfaces inside new engine assemblies. Highly recommended as a pre-lube for valve train components including cam lobes, lifters, wrist pins and main and rod bearings. Not recommended for transmissions or rear ends. Available individually in 12 oz. bottles, or in cases of 12.





## CHARLIE JOBBER

### Is There A Sleeper In Your Future?

I'm sure I am not the only enthusiast who emits an audible groan every year when "Bare It Jackson" and other similar auction mavens dust off their highly polished gavels and begin their part in the process of reaping millions of dollars on collector cars in general, and muscle cars in particular. It's for sure that the auctioneers don't do all the damage by themselves.

There's no gorilla, poised with rubber hose in hand, to beat those who won't pay those outrageous prices either. It's a two-part, co-operative effort. Groaning aside, it has always been difficult for anyone who could barely give away a muscle car in the late 1970's

to see them now selling for hundreds of thousands of dollars. Now, read on for a bit of a different take on what constitutes a muscle car, or, more appropriately, a MUSCULAR car. A concept to which we can all cozy up.

Yesterday, a sharp, mean looking 1970 Pontiac LeMans coupe pulled up and parked in front of the shop. The car looked vaguely familiar, but I couldn't place it, at least not at first. This machine sat right, sounded right, and most certainly looked right. Then, like a shot out of the blue, it became crystal clear. This car belonged to a customer. It was built with a good deal of pieces and parts supplied by me. It had come a long way from the fuzzy photo I had nearly a year ago. It belonged to a fellow named Ozzie. This fine looking muscle, excuse me, muscular car had quite a story behind its ascension from derelict to delectable.

It took a few minutes, but my memory bank finally produced the details of this car's origins. The actual story of this LeMans was rooted in a lunchtime discussion several months back. Ozzie had led off the discussion by seeking our comments on a used '70 LeMans he was planning to buy. The car, at least in the fuzzy photo in the classified ad, looked solid, relatively straight and it came with a bunch of valuable spare parts which included a four-speed transmission, extra fenders and doors, and a bucket seat interior. The asking price was \$2,500. He'd found it in one of the local want-ad magazines and was sounding all of us out on what we thought of the plans he had for the car. He had already plunked down a deposit.

"I've wanted a '70 GTO since I was in high school," he stated. "Heck, by the time I had married, raised a family, and paid off the house so I could free up some bucks and buy a real 'Goat', the price tag was out of reach." "In fact," he lamented, "I couldn't even pay for one if I sold my house!! This LeMans is the next best thing."

Ozzie's plan, as he related to us in great detail, was to clone a GTO. He revealed elaborate plans that involved

chasing down as many original and reproduction GTO components as possible and substituting them for the original parts on the plain, but affordable LeMans. When he mentioned a guy at a wrecking yard up North who had offered to



sell him a completely original, number matching '70 GTO 400-inch engine, in "storage" for 35 years, for \$3,500, a red light went on in my noggin.

"Whoa!" I said, louder than I probably should have. The leggy waitress passing by our table darn near dropped a tray of dirty dishes, startled by my sudden outburst. I apologized, but she continued to glare at me until she disappeared into the kitchen. I continued, "Why build a GTO anyway? Why not build that '70 LeMans into a sleeper? I'm not talkin' muscle car here, I'm talkin' MUSCULAR CAR!"

I went on to question why Ozzie planned to spend upwards of fifteen grand just rounding up rough, un-restored parts for a clone. When he was finished with the project all he was going to have was an expensive imitation. The biggest blunder, I pointed out, was buying that original 400 engine for big bucks. That forty-plus year old, "completely original" 400 was probably a used up, high mileage oil burner that had been driven to death before being yanked out of a rusted, battered GTO headed for the shredder in 1976.

"Look at it this way, Oz," I said. "You'll triple that thirty-five hundred bucks by the time you rebuild that engine to your satisfaction. You can buy a 400-inch engine out of an old Catalina for a tenth of what that guy's asking for the GTO 400."

I went on to tell him that he could rebuild that inexpensive 400 with lighter aftermarket forged pistons, a heftier cam and then really trick it up with aluminum heads, intake and better carburetion, all for considerably

*(Continued on page 8)*

# MORE NEW PRODUCTS



## Coil-Overs

The ultimate in ride quality, handling and simplicity... that's the RideTech assurance with their new Coil-Overs for the modern street performance car.

Anodized, monotube gas shocks offer fade-free performance and double sealed rod guides with dust covers eliminate leakage. Available as fixed valve or rebound single adjustable units, all are CNC machined and include 5/8" chrome shafts and 5/8" Kevlar lined bearings.



## F5 Dual Fan Controller

Two models of the F5 are available: one can control two 35 amp fans, the other can control one 70 amp unit. These controllers can withstand searing underhood heat

and continue to function as they were designed.

Part No.	Description
PWI30140.....	F5 Dual Fan Controller, Two 35Amp Fans
PWI30141.....	F5 Single Fan Controller, One 70 Amp Fan



## Dual Activation - Dual Fan Relay Kits

Dual activation fan turns on when the proper temperature is reached, or any time the air conditioning is on, regardless of engine temperature, to protect the A/C system. Proper airflow through the condenser is critical to proper air conditioning operation. Three kits are available.

Part No.	Description
PWI30116.....	Dual Activation, Dual Fan Kit, On 200, Off 185
PWI30117.....	Dual Activation, Dual Fan Kit, On 185, Off 170
PWI30118.....	GM LS & Gen III Relay Kit On 205, Off 190



## Temperature Adapters

Available in brass and aluminum, adapters facilitate installation of temperature senders for QuickCar gauges.

Part No.	Description
QRP611-900.....	Brass Adapter, 1/2"NPT
QRP611-901.....	Aluminum Adapter, 1/2"NPT
QRP611-902.....	Aluminum Adapter, 3/8" NPT



## Single Dirt Wiring Harness QRP50-2031

Universal, weather packed harness is for race cars with single box ignitions.



## 3-Wheel Brake Harness QRP50-034

Weather-packed harness simplifies installation of electric 3-wheel brake switch.



## Extreme Ignition Control Panel

Panels have waterproof micro switches, a momentary start switch and are wired for either a dual or single weather-packed harness, or for use with 50-200 or 50-201 QuickCar harnesses.

Part No.	Description
QRP50-720.....	Panel For QRP50-200 Or 50-201 Harnesses
QRP50-711.....	Panel For Dual Ignition Harness
QRP50-731.....	Panel For Single Ignition Harness



accepts:



# NEW ALLSTAR PERFORMANCE ITEMS



## Koul Tool Kits

If you've ever struggled while building stainless steel braided lines the Koul Tool is for you! Kits include assembly tools, adapters for most fittings, assembly instructions and storage case. Not for use with Teflon-style hoses. Kits are available for the following sizes: 4AN to 8AN (ALL11080), 6AN to 10AN (ALL11081), 10AN to 16AN (ALL11082) plus an all inclusive kit 4AN to 16AN (ALL11083), and individual kits, 6AN (ALL11085), 8AN (ALL11086), 10AN (ALL11087) and 12AN (ALL11088).

ALL11080



## Dirt Roofs

Fiberglass roofs are used on many dirt late model and modifieds. 46" long x 47" wide and available in White (ALL23180), Black (ALL23181), Red (ALL23182), Yellow (ALL23183), Chevron Blue (ALL23184) and Orange (ALL23185).

## Dirt Roof Caps

Roof cap fits ALL23180-23185 1-piece dirt roof, 43-1/2" long. Choose from polycarbonate carbon fiber look (ALL23188) and real carbon fiber caps (ALL23189). Aluminum extensions are also available in matching colors. Extensions rivet to the back of ALL23180-23185 1-piece dirt roofs, extending the total length by 8.5". A nice addition for modifieds. Made from .040" aluminum in colors to match roof caps.



## Digital Levels

Digital levels with magnetic base measure the angle of a single surface or the angle of a joint between two surfaces. Characters on LCD screen rotate to right side up when level is turned upside down so it remains readable regardless of where it is used. Offered in 2" x 2" (ALL10742) and 6" x 2" lighted (ALL10744).



ALL10742

## GM Metric Spindle Checker Tool ALL11184

Assure correct alignment of the upper and lower ball joint when checking for bent spindles.



## Metric Spindles

New replacement spindles for 1979-88 GM cars will be a hit with the stock car circle track crowd. Left (ALL56318) and right hand (AL56319) spindles are sold individually.

## Spindle Lock Nut Kits and Front Hub Dust Caps

Kit includes nut, washer and cotter pin for stock spindles. Available in GM Metric (ALL72160) and Pinto/Mustang II (ALL72161) versions. Stock replacement style dust caps are available for GM Metric, 2-3/32" O.D. (ALL72164) and Ford, 1-25/32" O.D. (ALL72165).

ALL72164



ALL72165

ALL72160

## Pitman Arm

Hard to find Pitman arms for 1967-72 Chevelle.

Part No.	Description
ALL56354.....	Use with 800 Series 1967-72 Chevelle
ALL56355.....	Use with Manual And 605 Small Power Box



ALL56354

## Dealer Email Sign-Up

Want to know about New Products from Allstar sooner? Send an email to [info@allstarperformance.com](mailto:info@allstarperformance.com) to sign up today!



accepts:



# CHARLIE JOBBER

## Is There A Sleeper In Your Future?

(cont. from page 5)

less than the total ticket for restoring the original engine. So what if numbers didn't match? He'd have a real performer, with a hundred bonus horses on tap, and money in his pocket to boot.

Lunchtime that day ended. Ozzie went his way and I went mine. I had no idea if anything I said registered or not. I figured most likely "not" and I prepared myself for the eventuality of seeing yet another cloned-to-the-max GTO, replete with forty-year old "cram air" technology beneath a special, reproduction hood. When I saw this LeMans this morning, it was a pleasant surprise. Whether or not someone had actually listened to the "Charlie Rant" was not important at this point. What was important was that someone had built a real hot rod out of something that the purists would have quickly overlooked, and had pulled it off in such a way that those steeped in the high dollar originals would never suspect that they'd been outclassed.

Ozzie had wisely left the stock LeMans trim in place, choosing to spend his money on running gear and body refinements. Instead of a Pontiac 400, he had installed a 455. The original suspension had been upgraded with aftermarket sway bars, heavier duty springs and other suspension components. The car rode on what at first appeared to be stock 15" steel wheels, fitted with original "dog dish" caps. Further examination revealed that the wheels were actually 16" aftermarket "steelies" mounting modern, wide tires. The look was definitely stock. Popping the hood, Ozzie proudly showed me the aluminum heads, which he had carefully milled and painted Pontiac light blue to look stock, the matching dual plane intake, also painted blue and a shiny set of ceramic coated, big tube headers. He told me the beefed Turbo 400 was backed by an aftermarket overdrive unit which gave him six forward speeds. A "corporate" 12-bolt replaced the anemic stock Pontiac unit. He was a happy camper!

How about it folks? Ozzie's LeMans was not based upon a rare platform. There are thousands of cars of the same genre just sitting around waiting to be reborn. It's time to impress upon current and future customers that the woods are still full of good, streetable candidates. For every sought after muscle car, the companies built ten times as many "Plain Janes", identical in every way except for running gear. Build a Belvedere instead of a Road Runner, a Fairlane Custom instead of a GT, or a Malibu instead of an SS. The parts are the same, only names have been changed to protect the non-wealthy.



CAT108.2

---

8300 Lane Drive • Waterlilet, Michigan 49098 • [www.motorstate.com](http://www.motorstate.com)  
Toll Free 800.772.2678 • Phone 269.463.4113 • Fax 800.772.2618

