

**The Price at the Pump** *continued from page 7*

there's free shipping. If the local warehouse comes up close to the price, then the big warehouse's deal is not worth it, because the local one will bring it up to you for nothing. Those are the sorts of things you have to keep in mind.

"It used to be that a price sheet was good for four or five years; now you're lucky if it's good for four months. That's just the way it is.

"I'm surprised we haven't had people walking in saying, 'What can you do with this vehicle to get a little more mileage out of it?' People are looking for ways to get more mileage, but for some reason they haven't really turned to us in the aftermarket or the speed market. Certainly we can offer them a way to get more mileage, that's for sure, but I haven't seen people respond to that. We always sold performance AND mileage all along, and we still do, but they don't seem to be inquiring about that.

"Anything that increases performance in most cases increases mileage - intake manifolds, headers and the exhaust system certainly do. All the things that have been selling for the last 60 years help mileage as well as performance. We put more driveability in the car, so it's obviously going to pick up mileage.

"But we haven't seen much of that. It appears a lot of the people are just trying to get out of their bigger

vehicles and they aren't concerned with making their vehicles more economical. They'd be better off keeping their older vehicle and enhancing it, because it's doing their job, more than likely, and anything they get new may not do their job or may be marginal at doing their job, supposing they tow a trailer, etc., etc.

"The diesel owners have not been shy about spending money on enhancements, because they get considerably more performance and a bit more mileage. Since they've already got \$60,000 invested in this huge vehicle, they might as well enhance it. But the owners don't seem to be doing that on the gas side, which of course has the same rewards.

"The last race we had was pretty well subscribed; in fact, it was more subscribed than the year before. We had a drivers school and two enduros and both of them were up from last year. I think Daytona will suffer though because it's four hours from here. I can't even take my truck anymore because you've got to consider that's \$300 worth of gasoline. All of us here at Bob's Speed like to do faraway races, but that's out of the question anymore. We've had to accept the time being gone, etc., etc., but now it's almost impossible for a small budget team to accept the gasoline cost."

"I just got back from an event and I would say the entries were down probably a third. I just have to assume that people are feeling a little bit of pain at the

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