

**I N M E M O R I U M**



The Inland Empire loses a hot-rodding legend. Phil Braybrooks, founder of J & M Speed Center and California Hi Performance Warehouse in Riverside, CA lost his battle with lung disease at his home on July 31, 2008 surrounded by his family. Ironically, and in

typical Phil fashion, he left his earthly life at exactly 6:00 P.M. That was after all, the exact time he closed his shop every day for the last 50 years.

He was awarded many honors over the years: the PWA Pioneer Award, the Dale Earnhardt Man of the Year Award, the Hot Rodders Hall of Fame, Grand Marshall of the 2002 Show N' Go Car Show, but for Phil, it was more about the people he would call friends. He really did treasure the people in the industry. He told his wife Pat that among the things he would miss most were, of course his family, but also his hot rods and the PWA members and meetings.

Phil was born in Orange, California on October 25, 1930 and grew up in the Huntington Beach area. His love of cars, engines and hot rods ruled the late 40s and by the early 50s he was serving his country in the United States Air Force surrounded by jet engines. After serving in Korea, he ended his enlistment at March Air Force Base in Riverside, California. He went on to work at Lockheed Aircraft, proud that he was never once late for work. By the late 50s he had saved enough money to open his first business, Phil's Muffler Shop. Then, in the early 60s, "The Shop", J & M Speed Center, was born. By 1971, he had added California Hi Performance Warehouse.

**Some Specialty Equipment Still Staying Strong**

Despite vehicle sales and certain specialty equipment sales being down in a market plagued by recessionary fears and rising gas prices, certain specialty equipment sales for niche markets are still going strong. According to Chad Simon of Styling & Performance, the markets for racing, hot rods, muscle cars and compact-performance vehicles have been relatively unaffected by recent socio-economic trends.

The market for certain specialty equipment parts this year has been unforgiving and can be especially felt in the SUV and light truck market, where large custom wheels and lift kits are the norm. The market for smaller vehicles has not seen the negative impacts. Simon notes that "smaller 16-, 17- and 18-inch wheels for compact cars are currently thriving in the marketplace, not only because of the bling factor, but because they are more fuel efficient."

Other markets that do not relate specifically to the sales of fuel efficient vehicles have also not experienced sales declines. The market for racing and performance products has not experienced the same sales reductions and the same goes for the market for accessories and appearance products.

Sales for upsized wheels and tires have been hit hardest, but the general market has bright spots. This is good news for us who can still benefit from the markets for racing and performance parts and the avenues for accessories and appearance products. Those two markets jointly represent 75.5% of the total market for specialty equipment and nearly \$28 billion in annual sales.

*For more specialty market research and insight, visit [www.sema.org/research](http://www.sema.org/research).*

**I N T H E N E W S**

**LUANNE BROWN ELECTED TO SEMA BOARD OF DIRECTORS**



Luanne Brown, President and CEO of eTool Developers, has been elected to the SEMA Board of Directors for 2008. In addition to her new responsibilities with the SEMA Board of Directors, Luanne has been actively involved in many aspects of service to the automotive after-

market including: SEMA Member/SBN Member, SBN Chair-elect ('05-'06), SBN Chair ('06-'07), SEMA Mentoring Program Task Force Chair ('06), SEMA Business Technology Committee Education & Awareness Task Force Chair ('06-'08). Luanne and her eTool team are PWA members and the creator of the new PWA web site.

**O D D S & E N D S**

**FINANCIAL SURVIVAL TIPS**

This three step plan outlines a workable framework to control spending. The key is to have enough detail to make decisions, but not so much that the complexity deters action.

**Identify.** Detail both the fixed and flexible monthly expenses that the business incurs in generating revenue. Remaining cognizant of actual expenses is instrumental in identifying where cuts are feasible.

**Project.** How much income do you expect to earn from the planned expenses? Use short and long term history to help develop profit estimates. Pay close attention to how each sale relates to individual expenses.

**Repeat.** Success comes by frequency and consistency, so repeat the process regularly, making adjustments as the market demands.

*Source: The Costco Connection*