

FIVE NEW DAMPERS NOW SHIPPING



80014 - Powerforce for 5.7L late Hemi. \$90.20 Jobber



80015 - Powerforce for 6.1L late Hemi. \$90.20 Jobber



80040 - Powerforce for 4.6L 3V Ford \$110 Jobber



80045 - Powerforce for early SB Ford
80046 Powerforce for late SB Ford \$110 Jobber each



90045 Powerforce+Plus for early SB Ford

90046 Powerforce+Plus for late SB Ford \$209 Jobber each

These two new SB Ford dampers, above and left, are part of our new lightweight line. These dampers are a full three pounds lighter than our standard SB Ford harmonic dampers with all the same features found in our regular SB Ford units.

As with all of our dampers, these new models are extremely high quality yet amazingly affordable. All have engraved timing marks at TDC and every 90° along with clearly marked additional timing marks. Powerforce models are made of tough nodular iron while the Powerforce+Plus models are 1045 steel.



Professional Products

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U.S. Regulations Delay Import of European Compact Cars.

With consumer demand shifting from SUVs and trucks to fuel-efficient cars, automakers are preparing to release their European small cars into the U.S. market. But the crossover isn't that easy. According to www.online.wsj.com, U.S. regulations are causing automakers to scramble for cost-effective ways to adapt their European small cars to new guidelines.

The article specifically details the efforts of Ford Motor Co. to bring over at least six vehicles that the Dearborn, Michigan, automaker currently offers in Europe. The company is preparing to spend \$3 billion on the effort and have announced plans to convert three of its North American SUV and truck factories to make small cars.

But in order to follow U.S. safety regulations and insurance standards, Ford must update their European small cars with some potentially costly parts and steel reinforcements. Unless these changes are done efficiently, the vehicles could override the profits Ford needs to make on them or become too heavy for the desired fuel-efficiency.

Bumpers are among the biggest challenges that the automaker faces. Whereas European regulations require bumpers that cause minimal injury to pedestrians, U.S. standards require heavier bumpers since the focus is on causing no damage to a passenger car at 2.5 miles per hour.

Despite the obstacles, with Ford reporting a second quarter loss of \$8.7 billion, the automaker's survival may depend upon the successful introduction of their European cars to the United States. A newly designed Ford Fiesta subcompact recently had its launch preview in Europe. The Fiesta, originally intended for Europe and Asia, has been reworked for North America and is scheduled to arrive in dealer showrooms in the United States in the first half of 2010.

As the article further states, even with the successful re-tailoring of their European cars, Ford may still face hurdles. Ford must contend with the solid small-car reputation of Toyota and Honda. Also, it isn't clear how profitable Ford's European cars would be in the United States. A car maker's profit margin on cars can be just a few hundred dollars, while each fullsize pickup and SUV that Detroit's big three sells generally produces a pretax profit of approximately \$8,000

Source: *Wall Street Journal*, March 2008

Where Do Enthusiasts Go For Product Information?

The most effective marketing tools can also be the most traditional. Getting product information in front of consumers could rely on marketing diversification and an understanding of the target demographic.

According to the latest market research, some of the most common resources for customers are the most established. Despite the necessity of having an online presence, consumers still find conventional means valuable. Each market has slightly different characteristics, but many of the avenues represent opportunities to leave an impression and communicate with the end consumer.

In the latest installment of Automotive Lifestyles Survey, consumers were asked where they turn to find information about products before they consider purchasing. The top three resources for each market niche have been highlighted. Enthusiast magazines continue to be the most widely used asset, irrespective of market. Traditional hot rodders and

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