

2008 PWA Pioneer Award The Winner Is...

In recognition for Larry's outstanding contributions to the development of the Warehouse Distributor in the Specialty Equipment Industry.



Larry Pacey Larry's 30 years of experience began in 1969 when he started National Carburetor Exchange in a 600 square foot building rebuilding and installing carburetors in South Florida. In 1974 the business had grown to become a Warehouse

Distributor carrying all performance lines and selling wholesale only. In 1985 he started serving on the Advisory Council for Triad Systems Corp. and in 1988 became Area Director for the Performance Warehouse Association. One of his accomplished goals was to bring electronic price updates to over 90% of the Performance Lines. He was elected in July 1994 to the SEMA Board of Directors. In 1996 he was elected again to the Board of Directors of the PWA. Larry is the only person in history to serve on all three Association Boards at the same time (AWDA, PWA and SEMA). Larry still lives in South Florida with his wife and he has three sons.



From left: Don Smith, Larry Pacey, Anne Graves

Photo by Richard Bennett

WHAT'S NEW?

The Marx Group Wins Four Automotive Communication Awards



The Marx Group received four awards in the 2008 Automotive Communication Awards (ACA) competition. The awards were presented to The Marx Group for work done on behalf of

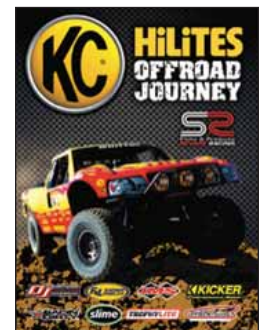
AAEQ Manufacturers and Recyclers, a comprehensive company that provides leadership in the automotive parts remanufacturing, manufacturing and recycling industries under its AA Midwest and EngineQuest (EQ) divisions.

In the Business-to-Consumer category, The Marx Group received an award for the article "Going Green is Great for the Bottom Line" and another for the AAEQ website at AAEQ.net. In the Business-to-Business category, The Marx Group received an award for its ad campaign to a distribution/retail audience titled "Hard to Find Parts" and one for "Ad - Best use of Graphic" for its AAEQ Box of Chocolate ad.

Designed to applaud companies/agencies that provide automotive information through outstanding advertising, marketing and PR efforts, the Automotive Communication Awards are sponsored by the Women's Board and supported by the Automotive Communication Council. The awards were presented during the Car Care Council Women's Board reception at AAPEX 2008 in Las Vegas, Nevada.

KC Releases New DVD: "KC HiLiTES Off-Road Journey"

Travel with KC HiLiTES as they journey all over the Western U.S. and Mexico in search of action packed off-road adventures. We have been filming at spectacular off-road races and events to capture the raw emotion and passion that this sport has to offer. Produced by Severe Racing Films, the film features some of the best racing and top personalities in the off-road world. KC takes you to the open deserts to see the world's fastest trucks and buggies that run the Best In The Desert, SCORE and SNORE racing series. You'll see the wild bone jarring action of Championship Off Road Racing. Plus we head out to Moab for some crazy rock crawling. Come along as we follow KC sponsored race teams, drivers and crew to give you an in depth look at some of the most successful racing teams and programs, including the LeDuc family, "Pistol" Pete Sohren, G&R Racing, Todd Wylie, Scott Douglas, and many more.



WHAT'S NEW?

Black Diamond by Superlift. Jeep TJ Wrangler Rear Coil Correction Kit

On TJs, the factory rear springs are mounted in a "leaning forward" position, which causes the coils to bow rearward once the Jeep is lifted, and especially during suspension compression. This incorrect coil loading results in lost ride height and a diminished "too soft" spring rate. The new Coil Correction Kit includes weld-on frame brackets and replacement upper coil seats. The frame brackets have five adjustment holes, permitting the coils and compression travel stops to be in the optimal upright position, even with wheelbase increases of up to 2". Works with any lift height and brand suspension lift.

