



2002 Manufacturer of the Year

The Manufacturer of the Year Award is in recognition of Painless' outstanding contributions to the specialty equipment industry and in appreciation of their conscientious efforts in support of the warehouse distributor of merchandise distribution.

Painless Performance Products

Painless Performance began life in 1990 as Perfect Performance Products. Its first product, designed by co-founder Dennis Overholser, was a universal 18-circuit street rod wiring harness. The concept of a complete kit all in one box to wire an entire car so impressed automotive journalist Tex Smith that he wrote in a Hot Rod Mechanix article, "This is really painless wiring!" The name stuck and the company became known as Painless Wiring! The name changed to Painless Performance Products in 1998 when the diversity of its product line necessitated a change. Over the years Painless has earned numerous industry awards for product innovation, including three Best New Product awards from SEMA. From the humble beginnings of one wiring system, the company has evolved into a diverse manufacturer of automotive wiring harnesses, fuel injection systems and switch controls with over 300 products and today designs and produces its own products in a modern 18,000 square foot facility in Fort Worth, Texas.