



**FOR IMMEDIATE RELEASE:**

**[Wilwood](#) Named “Preferred Performance Brakes” of [Goodguys Rod & Custom Association](#)**

**Camarillo, CA • May 2017**

Wilwood Disc Brakes is excited to partner with Goodguys as the “Preferred Performance Brakes” at all events through the 2018 season. The Goodguys Rod & Custom Association is the world’s largest hot rodding association with more than 70,000 active members worldwide, and promotes and produces some of the industry’s most dynamic automotive events. As a Preferred Sponsor, Wilwood’s presence will be highly visible at Goodguys events through signage, exhibit space and a variety of unique consumer-facing opportunities. Additionally, Wilwood will be displaying new industry innovations in the New Product Showcase at the 2017 and 2018 Goodguys Nationals in Columbus, OH. Starting in 2018, a \$250 Wilwood product certificate will be distributed at all national events as part of the Goodguys Choice Product Program. “Goodguys attracts a wide variety of hot rods, classic cars and muscle cars to its events throughout the country,” said Steve Cornelius, Director of Sales and Marketing with Wilwood Disc Brakes. “By partnering with the industry’s premier event organization, Wilwood has the opportunity to help educate consumers on the right braking components, whether a show car or performance car – and everything in between.” The next event at which you can visit the Wilwood display is May 19-21, 2017 at the 12<sup>th</sup> Goodguys Nashville Nationals in Nashville, TN. For more information about Goodguys visit [www.good-guys.com](http://www.good-guys.com), and visit [www.wilwood.com](http://www.wilwood.com) to find the right brake components for your vehicle.

**About Wilwood Engineering**

Founded by Bill Wood in 1977, Wilwood Engineering designs and manufactures high-performance disc brakes and components from their headquarters in Camarillo, California. Engineered and rigorously tested for any application, Wilwood celebrates 40 years of unsurpassed braking quality and performance with sleek, modern designs. From race cars to classic cars, Wilwood has the brakes to stop you. For more information, contact Wilwood Engineering at [info@wilwood.com](mailto:info@wilwood.com)

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