



FOR IMMEDIATE RELEASE:

## Wilwood Engineering Hires Brian Cox as Media Relations Manager

Camarillo, CA • May 2023

Wilwood Engineering has appointed Brian Cox as their new Media Relations Manager. He will join the marketing/advertising team and focus on carrying on the long-standing relationships in automotive/truck/off-road/racing media while forming new ones in this ever-changing landscape. He will also use his years of media experience to optimize and organize media ad buys, ad campaign creative, and more.



Brian Cox, Wilwood's new Media Relations Manager

*"Wilwood has been the go-to Braking option for so many editorial and project vehicles for decades now, and in this new in-house role I will do my best to ensure this remains true for many more"*  
- Brian Cox.

With over 25 years in automotive media and the aftermarket industry, Brian most recently served as the Marketing Manager at Vortech Superchargers in Oxnard, CA. His prior experience included positions at the Motor Trend Group as Associate Publisher of Hot Rod, Publisher of Hot Rod Deluxe, and Senior Account Executive for a multitude of magazine titles, and at Buckaroo Communications as an Account Executive on Street Rod Builder, Super Rod, Truck Builder, and 4x4 Builder.

The entire Wilwood Engineering team is delighted to have such an experienced individual handling our media relationships.

### About Wilwood Engineering.

Wilwood Engineering was founded by Bill Wood in 1977, Wilwood Engineering designs and manufactures high-performance disc brakes and components from their headquarters in Camarillo, California. Products are engineered and rigorously tested for any application, creating 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).

[Access the Wilwood Media Center](#)

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