



FOR IMMEDIATE RELEASE:

Wilwood Partners with JJ Furillo of Ultimate Performance to Enhance Support in the Pro-Touring Market

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Wilwood Disc Brakes has partnered with Ultimate Performance, a North Carolina-based suspension tuning and performance product supplier, to enhance support to drivers at race events.

As part of the partnership, Ultimate Performance owner JJ Furillo will travel to pro-touring events across the country providing technical support and guidance to competitors on tuning suspensions to match their driving style. Additionally, Furillo can recommend the best braking application setup to create the complete performance package.

“JJ has continually proven himself as an expert at optimizing suspension performance both on and off the race track since his early years at Penske Shocks to founding JRi Shocks,” said Bill Wood, owner of Wilwood Engineering. “Pairing his insight with the leader in performance brakes makes for a winning combination.”

Furillo founded Ultimate Performance in 2014 and has partnered with a number of industry-leading performance-enhancing companies to help drivers create their ultimate performance racing machine.

“From the time I started my racing career, Wilwood has always set the bar when it comes to performance brake systems,” said Furillo. “When I created Ultimate Performance my goal was to represent the best brands and Wilwood continues to exemplify what it means to be a leader in the industry.”

About Wilwood Disc Brakes

Founded by Bill Wood in 1977, Wilwood Engineering has been expertly designing and manufacturing high-performance disc brakes in the USA. Engineered and rigorously tested for the track, Wilwood brakes provide unsurpassed quality and performance with sleek, lightweight designs. Wilwood has dominated the motorsports arena for decades, making their street market brakes among the most technologically advanced around.

About Ultimate Performance

Ultimate Performance is the premier choice for suspension tuning and industry-leading products for high-performance vehicles, creating the ultimate performance package for the street performance and pro-touring industry. With more than twenty years of extensive motorsports suspension experience, Ultimate Performance provides vehicle setup and suspension tuning at events and test sessions for the street or on the race track.

About JJ Furillo



JJ Furillo began his motorsports career as a teenager by revalving and rebuilding shocks for his uncle, Meme DeSantis, Jr. and the famed No. 14 Northeast dirt modified race car. He would go on to record multiple wins and a championship as crew chief for the team. In 1996 he began working for Penske Shocks and quickly became principal of their NASCAR program, growing the company to become the leading shock provider in the industry. A decade later JJ partnered with Jeff Ryan to create JRi Shocks, expanding into additional markets to include NHRA, World of Outlaws and pro-touring. With the rapid development of suspension parts in the pro-touring and street performance market, JJ recognized an opportunity to link his racing knowledge to street cars, and in 2014 founded Ultimate Performance, partnering with the industries premiere suppliers and brands to create the ultimate performance package.

For more information, or to request high resolution photos for printing, contact Wilwood Engineering at info@wilwood.com

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