



FOR IMMEDIATE RELEASE:

Wilwood Disc Brakes Announces Goodguys Partnership for 2024

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Wilwood Renews Sponsorship with Goodguys Rod & Custom

Wilwood Disc Brakes is proud to announce yet another year of partnering with Goodguys Rod & Custom Association, renowned for putting on the best automotive events in the business! Goodguys Rod & Custom have been producing premier hot rod and custom events in the states for 40 years and don't show any signs of slowing down, including the popular Goodguys Gazette magazine. With more than 50,000 global members, Goodguys is one of the largest motorsports organizations in the world, with a commitment to the development and preservation of hot rodding we all know and love.

Wilwood's partnership with Goodguys and sponsoring the Autocross Stop Box is the perfect nationwide platform to get in front of over 350,000+ spectators and more than 50,000 show cars each year. Events are hosted Coast to Coast in major automotive enthusiast markets like San Francisco's Bay Area, Southern California, Dallas/Ft. Worth, Scottsdale, Seattle, North Carolina, Tennessee, Delaware, and Ohio. The Goodguys Autocross is a short, timed course that puts a vehicles suspension, tires, and of course the brakes to the test. The Stop Box at the very end of the course is the ideal sponsorship opportunity for a performance braking company allowing us to promote and market the Wilwood Disc Brake brand to a highly targeted, sophisticated, and enthusiastic crowd that are passionate about upgrading their vehicles with the best parts possible.



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. 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.

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