



FOR IMMEDIATE RELEASE:

Wilwood Disc Brakes Announces the Television Premier of the Grand Finale of Optima's Search for America's Ultimate Street Car

Camarillo, CA • March, 2013

Wilwood Disc Brakes would like to invite you to the television premier of the 2012 Optima Ultimate Street Car Invitational TV mini series grand finale, held at Pahrump NV the day after SEMA. This event will be nationally televised on Sunday, March 10, 2013 at 11:00 am EST on the Speed Channel.*

Once again, Wilwood is a proud sponsor of this event. Wilwood sponsored the "Speed-Stop Challenge" during Optima's Search for America's Ultimate Street Car. The Speed-Stop Challenge is a straight-line acceleration combined with a slalom and braking test to see which car can obtain the fastest speed, then, stop in a designated box within the time constraints.

During the televised finale, Wilwood will be debuting a new 30-second commercial**. This commercial will focus on Wilwood's company brand and we hope you will find it informative as well as entertaining. So, reserve that time on Sunday March 10th (or at least set your DVR).

*Please check your local listings for time and channel.

**To view the commercial, click here: http://youtu.be/v5W_7tVnnQI

For more information contact: Wilwood Engineering at (805) 388-1188 and request to speak with Erika Gordillo for marketing issues, or Andy Fritts for technical questions. Also, Wilwood's website is accessible at www.wilwood.com or e-mail customerreply@wilwood.com

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