



FOR IMMEDIATE RELEASE:

Wilwood Disc Brakes Announces Goodguys Partnership for 2026

Camarillo, CA • April 2026

Wilwood Renews Sponsorship with Goodguys Rod & Custom

Wilwood Disc Brakes is proud to announce the continuation of a long-term partnership with **Goodguys Rod & Custom Association**, the producer of 15 of “America’s Favorite Car Shows.”

For 43 years, Goodguys has hosted premier hot rod and custom car events across the United States. In 2026, they’re expanding their reach with a couple of new venues, while continuing to publish the popular Goodguys Gazette magazine, where Wilwood features a full-page ad seen by its entire readership. With more than 70,000 active members, Goodguys is one of the largest motorsports organizations in the world, committed to the development and preservation of hot rodding, which for many is a way of life.

The Goodguys Autocross is a very popular spectator draw at select venues that involves a short, timed course with classes open to all levels of driving skills, while also putting a vehicle’s 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 is passionate about upgrading their vehicles with the best parts possible.



Wilwood’s partnership with Goodguys allows Wilwood Disc Brakes to exhibit at many events, sponsor the Autocross Stop Box, plus participate in their annual giveaway car, which for 2026 is a stunning ’40 Ford Coupe. For Wilwood, Goodguys is the perfect

Wilwood Disc Brakes Press Release - Page 2

nationwide platform to be in front of over 350,000 spectators who are true car buffs. Events are hosted coast to coast in major automotive enthusiast markets like Pleasanton and Del Mar, CA, Dallas/Fort Worth, TX; Scottsdale, AZ; Puyallup, WA; Raleigh, NC; Nashville, TN; Des Moines, IA; Loveland, CO; Perry, GA; and Columbus, OH.



Wilwood Disc Brakes Sponsoring Goodguys Autocross Events

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.

[Access the Wilwood Media Center](#)

###