

# PERFORMANCE & HOTROD BUSINESS

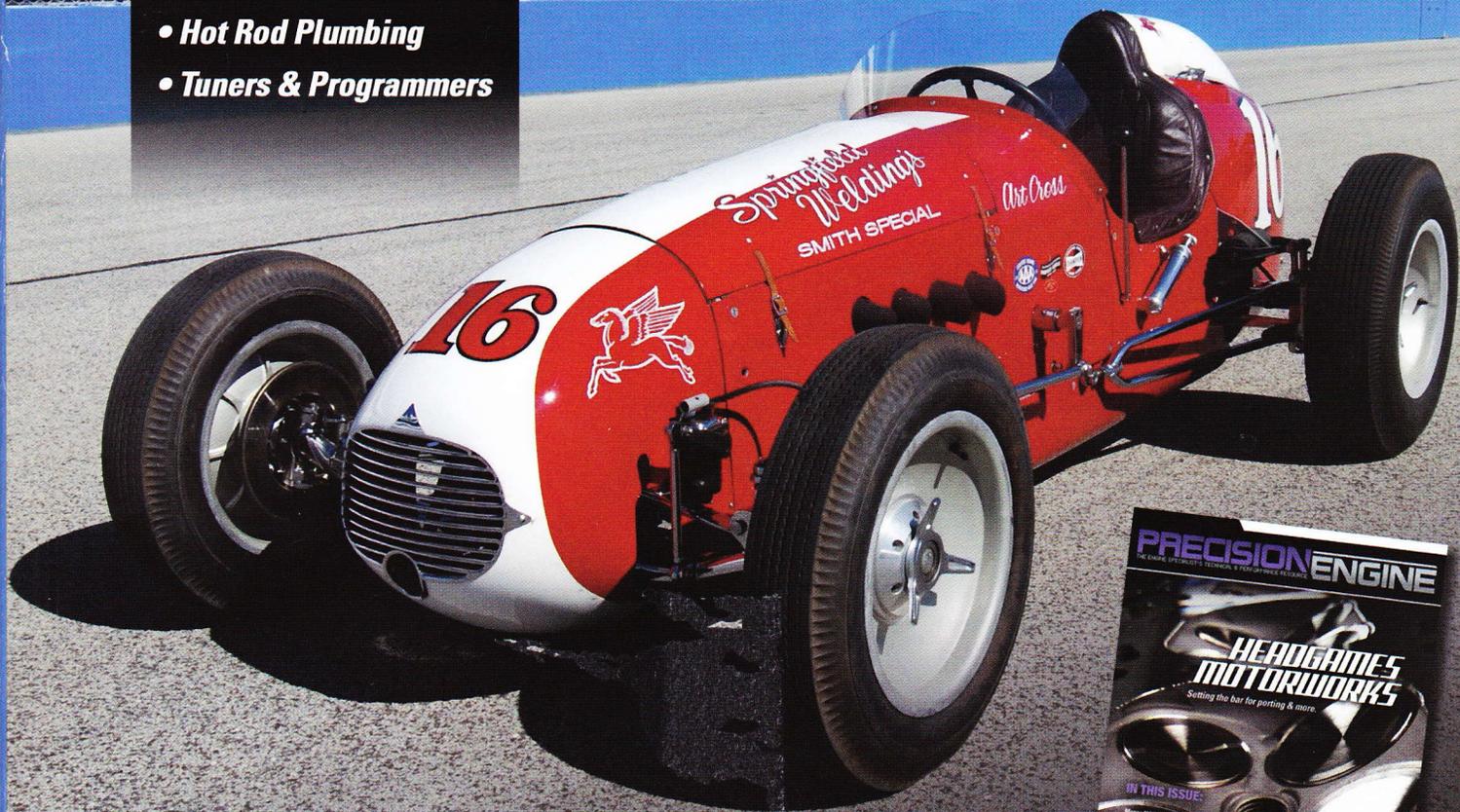
October 2014

## Vintage Racing

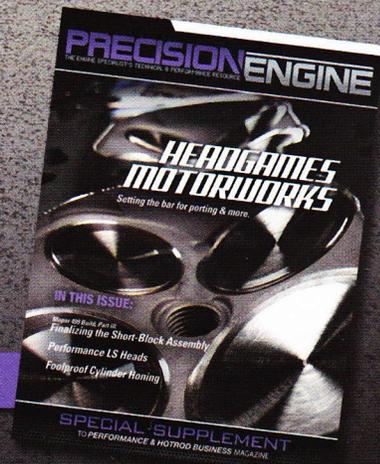
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# Grab & Go

*Tire technology is helping road racers of all levels stick to the track.*

**S**pecialized road race tires are consumable products that offer true performance gains, making them attractive to speed and race shops.

New technology is constantly improving the tires' performance and durability, and professionals with the understanding and expertise regarding the rubber road racers need can earn repeat business from weekend competitors and top local teams alike.

The following is a brief update on the latest road racing tires available to the aftermarket, some tips dealers can use when selling them, and predictions on where the market is heading.

## Nitto Tire

Cypress, Calif.

Stephen Leu

Assistant Manager, Brand Publishing

### *Our hottest road racing tire product is...*

... the NT01. This is our DOT-compliant competition road course tire, designed with the weekend road racer in mind.

### *Its best features include...*

... large, continuous tread blocks with sweeping lateral grooves that provide a stable contact patch and reduce tread squirm. But the real magic is in the rubber compound itself. Our engineers developed a compound that reduces the negative effects of heat buildup to increase consistency, offers excellent driver feedback, and longevity, while the advanced construction delivers enhanced stability during braking, cornering, and accelerating.

### *The most important thing small shops need to know when dealing in road racing tires for their customers is...*

... that not all road racing tires are compatible with all road racing events. As a retailer, it is your job to ask the necessary questions of your customers to ensure that they receive the right tire to meet their

needs. Things like treadwear restrictions, wet traction capabilities, and wheel width all need to be considered when making an informed buying decision.

### *New technology is affecting the road racing tire market by...*

... creating a demand for more and more grip out of performance and racing tires. Today's cars are pushing the limits of handling straight from the factory, and thanks to strong aftermarket support, reaching new heights of grip and handling.

Of course, tires are the link between the ground and the car, so as the capabilities of these vehicles progresses, it pushes us to continually innovate and improve our products.

### *Performance professionals can be excited about the long-term opportunities in the road racing market because...*

... amateur road racing and track day events are continuing to increase in popularity all over the country. Whether it is organized club racing, jalopy endurance racing or your average high-performance driving education event, nearly every track across the country has something going on every weekend, thanks to a renewed interest in road racing among car enthusiasts.

(Photo courtesy  
Nitto Tire)



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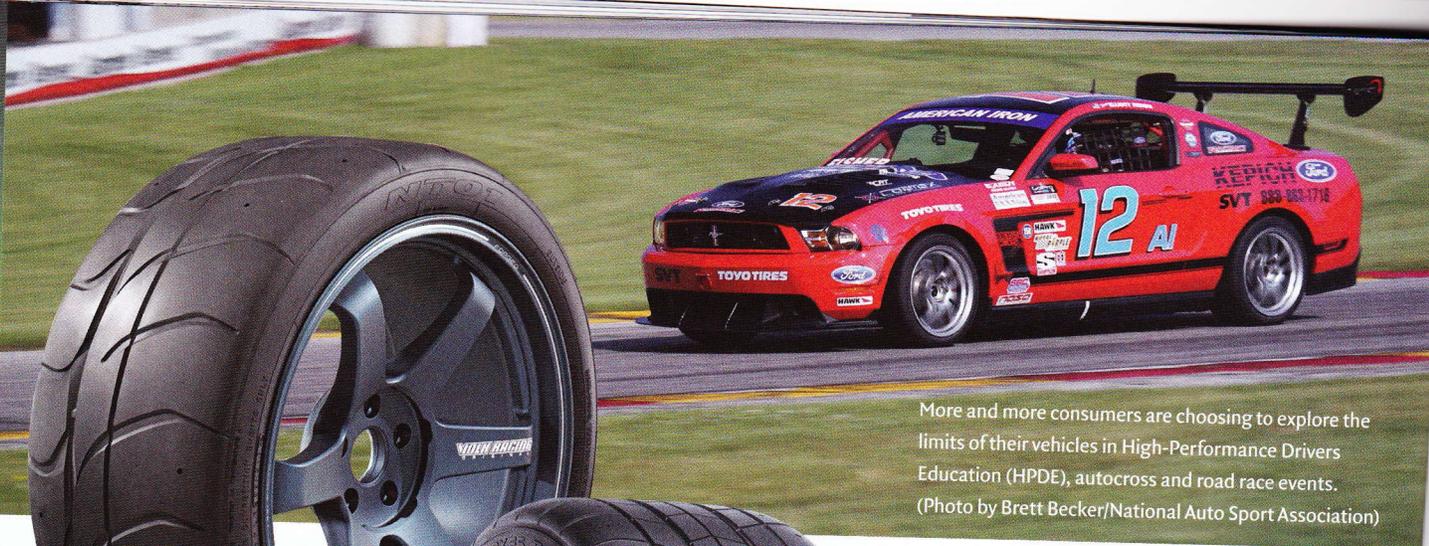
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More and more consumers are choosing to explore the limits of their vehicles in High-Performance Drivers Education (HPDE), autocross and road race events. (Photo by Brett Becker/National Auto Sport Association)



(Photo courtesy Nitto Tire)

(Above) Tires are the primary wear item for racers, so value is important. (Photo courtesy Toyo Tires)

New devices can be found in many places on a chassis to gather more data on what the tire is doing while on the track. (Photo courtesy Yokohama Tire)

**Yokohama Tire**  
Fullerton, Calif.  
Duane Sampson  
Motorsports Manager

**Our hottest road racing tire product is...**  
... the ADVAN A005 race tire is our most popular product. It is a dedicated race tire with sizes from 16-18 inches with compounds from super-soft to hard.

**Its best features include...**

... the best feature of the tire is when the chassis and the tire have been optimized, the tire can provide speed, consistency and durability.

**The most important thing small shops need to know when dealing in road racing tires for their customers is...**

... they need to know someone that knows the product. The learning curve to fully utilize a dedicated race tire is rather

steep. Fortunately, the staff at TrackSide Performance (the only source to purchase Yokohama race tires) is well-versed in the product and its applications.

**New technology is affecting the road racing tire market by...**

... new devices can be found in many places on a chassis to gather more data on what the tire is doing when on track. The trick is knowing what to do with that data.

Many racers and mechanics can make huge leaps toward lower lap times by taking the time to evaluate their tires by taking temperatures with a proper probe pyrometer. New technology has made these devices smaller and more affordable, and they provide a wealth of information on how the car and driver are performing while on track.

**Performance professionals can be excited about the long-term opportunities in the road racing market because...**

... top-level sports car racing continues to have strong fields of competitors and the teams/drivers focus on quality products.

**Toyo Tire U.S.A. Corp.**  
Cypress, Calif.  
Marc Sanzenbacher  
Senior Manager, Competition  
Performance Products Division

**Our hottest road racing tire product is...**

... the Proxes R888 is by far the number one selling road racing tire by Toyo Tires due to its broad range of applications, fitting 13- to 20-inch wheels, and width from 185mm to 345mm. Application include everything from vintage sport compact racers to the latest hyper-car and Pro-Touring cars. It is ideal for road

(Photo by Brett Becker/  
National Auto Sport  
Association)



racing, Time Attack, track days and high-performance driving schools.

**Its best features include...**

... the Proxes R888 is a DOT competition tire that has an optimized casing and tread design to maximize dry performance without losing wet traction, and to keep you fully under control in extreme driving situations. Its unidirectional V-shaped tread design increases tread area, improving wet and dry traction.

A continuous center contact increases braking performance and dry traction, while its semi-slick shoulder area improves grip for better steering response. It has a treadwear rating of 100, and a 6/32-inch tread depth.

**The most important thing small shops need to know when dealing in road racing tires for their customers is...**

... tires are the primary wear item for racers. Toyo Tires recognizes that value is important for all racers who work on a limited budget.

While still having the ability to win races, Proxes DOT competition tires offer good wear characteristics and very consistent performance from the beginning to the end of their wear cycle. That minimizes the need to make chassis setup changes, allowing drivers to focus on winning the race.

**New technology is affecting the road racing tire market by...**

... the road racing segment is a constantly changing landscape, and at Toyo Tires, the racer feedback we get every weekend at tracks around the country is translated into our next generation of Proxes DOT competition products.

Continual technological advancements allow us to develop products that better balance the needs of racers, as exhibited with the Proxes RR. This new competition tire is molded to a 4/32-inch tread depth with additional wear inspection holes on the void areas. This race-ready design eliminates the need for tire shaving and provides ultimate traction with superior cornering force.

The technological innovations in the

Proxes RR allow it to match the legendary longevity and predictability of the Proxes RA1, while achieving faster lap times.

**Performance professionals can be excited about the long-term opportunities in the road racing market because...**

... more and more consumers are choosing to explore the limits of their vehicles in High-Performance Drivers Education (HPDE), autocross and road race events. This enthusiast segment is a rapidly growing one and as such, this is a huge opportunity for tire sales.



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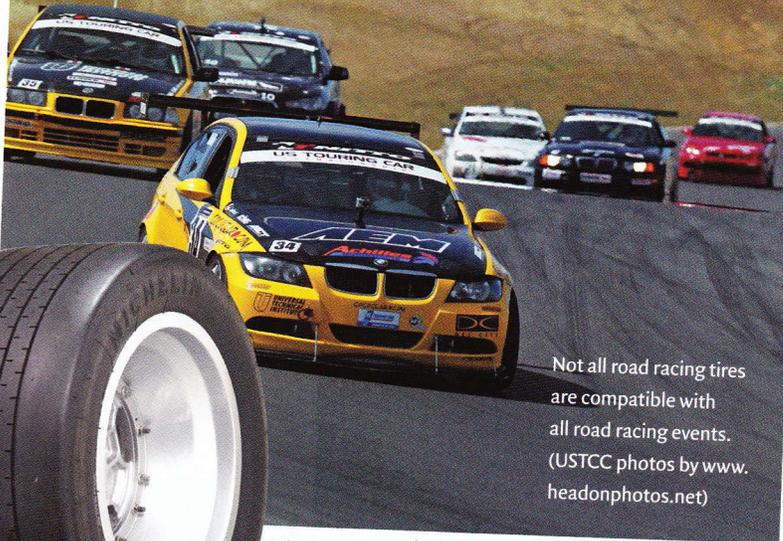
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Not all road racing tires are compatible with all road racing events. (USTCC photos by www.headonphotos.net)

(Photo courtesy Coker Tire)



(Photo by Brett Becker/National Auto Sport Association)

**Coker Tire Co.**  
Chattanooga, Tenn.  
Tommy Lee Byrd  
Multi-Media Content Producer

**Our hottest road racing tire product is...**  
... Michelin TB5 and TB15 tires for vintage road race cars.

**Its best features include...**  
... all Michelin tires available from Coker Tire feature authentic manufacturing techniques, as they are still produced by Michelin in France.

The TB5 and TB15 tires are available in a wide range of sizes to fit 13- and 15-inch wheels, and feature two available tread patterns. These tires are DOT-approved and perfect for a 1970s, '80s or '90s road race car.

**The most important thing small shops need to know when dealing in road racing tires for their customers is...**

... making sure the customer is getting the right tire for his or her application. All-out race tires are expensive and they don't typically have a long tread life compared to a regular street tire, so customers need to know the benefits and drawbacks of race-ready tires.

Coker Tire isn't a road race tire specialist, but it's always cautious with any customers who request tires for a vintage road race car.

**New technology is affecting the road racing tire market by...**

... new compounds and tire construction make road racing tires drastically different than the tires that rolled beneath race cars from the 1960s and '70s. Coker Tire offers tires for vintage road race cars, so the goal is typically more for a period-correct appearance, rather than all-out performance on the track.

**Performance professionals can be excited about the long-term opportunities in the road racing market because...**

... the market is continuing to grow, especially on the ground level with autocross racing and track days. Coker Tire's only involvement in the road race market is vintage road racing series, but that also continues to grow in popularity. The vintage cars need period-correct tires, and Coker's offerings are the most authentic tires on the market.

**Hoosier Racing Tire Corp.**  
Lakeville, Ind.  
Jeff Speer  
Road Race Product Manager

**Our hottest road racing tire product is...**  
... the Sports Car DOT-R7 (Road Racing) and A7 (Autocrossing), released in the spring of 2014.

**Its best features include...**  
... durability, repeatability, faster run/lap times, awesome braking and feel.

**The most important thing small shops need to know when dealing in road racing tires for their customers is...**

... tire size fitment, tire pressure settings and camber settings. Getting the wrong tire on the car or incorrect setting is detrimental to the customer.

**New technology is affecting the road racing tire market by...**

... (car data) GPS, lateral load and traction line all help drivers to learn tracks. Bigger engines, more horsepower, better brake and safety equipment all make the road race experience more exciting.

**Performance professionals can be excited about the long-term opportunities in the road racing market because...**

... the market continues to grow with the introduction of new drivers and new money. Hoosier Tire is excited about the international growth we have seen in the past 10 years. Fortunately, we are not limited to USA sales only.