



**FOR IMMEDIATE RELEASE:**

## **Wilwood Disc Brakes Designated Official Brakes of the Triple Crown of Rodding**

**Camarillo, CA • January 2023**

If you look behind the wheels at all four corners of most cars competing for the Ridler Award, Grand National Roaster Show “Most Beautiful Roadster,” and Goodguys “Street Rod of the Year,” you’ll find Wilwood brakes, with a Wilwood master cylinder under the hood. The new for 2023, Triple Crown of Rodding show promises to be another premiere hot rod event, and because better builders prefer Wilwood, the company has been named the Official Disc Brakes. Pro builder Bobby Alloway has been awarding Triple Crown of Rodding trophies at the Hot Rod Roundup for years. The new show is his passion project, along with Gary Case (formerly of HotRod Hardware), Rick Love (Vintage Air), and In The Garage Media.

The Triple Crown of Rodding show will be held September 8-9, 2023, at the Nashville Superspeedway, in Tennessee. The event is open to hot rods, street rods, classics, customs, and muscle cars up to 1972, and any American-made truck up to 1998. Over 40 Alloway-designed trophies will be awarded, including six “Triple Crown of Rodding” winners in Street Rod (traditional hot rods and street rods), Street Machine (muscle cars and more modern cars), Street Cruiser (customs and low riders), Pre-1973 Truck, 1973-87 Truck, and 1988 and Newer Truck. Wilwood staff will be on hand both days to talk to show goers about the brakes for their vehicles.

### **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](mailto:info@wilwood.com).

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