



**FOR IMMEDIATE RELEASE:**

## **Wilwood Disc Brakes Renews Sponsorship for Street Rodder Triple Crown of Rodding Competition**

**Camarillo, CA • February, 2017**

Wilwood is proud to return as an official product sponsor of the Street Rodder Triple Crown of Rodding competition.

The annual competition, hosted by Street Rodder Magazine, will take place during the Shades of the Past Hot Rod Roundup held Sept. 8-9, 2017 in Pigeon Forge, TN. Shades of the Past event entrants and Painless Performance Products/STREET RODDER Top 100 winners are eligible, and will be judged to receive one of the three coveted titles: Street Rod of the Year, Street Machine of the Year or Street Cruiser of the Year.

“When Wilwood was approached about this new opportunity in 2016, we knew this award would quickly become one of the most prestigious in the industry,” said Steve Cornelius, Director of Sales and Marketing with Wilwood Engineering. “Wilwood is proud to continually support the hot rodding industry and those who work countless hours transforming these classic vehicles into one-of-a-kind machines.”

As part of the sponsorship, Wilwood will provide a \$1,000 product certificate to each of the three category winners. For the latest eligible vehicles and selection process, visit [www.hotrod.com/street-rodder-magazine](http://www.hotrod.com/street-rodder-magazine).

### **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. Engineered and rigorously tested for any application, Wilwood celebrates 40 years of 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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