

Restoration Products



One of the most fascinating aspects of this industry is the parts business. Obviously all of us restoring cars greatly need these companies and rely heavily on their ability to manufacture everything from body parts, interiors, and new brake kits, to headlights, and rubber gaskets. I've participated in the collector car hobby for over 20 years, and for the first time, I had a true glimpse into the challenges of our parts manufacturers by participating in the ARMO (Automotive Restoration Market Organization) new products showcase.

If you're not familiar with this concept of introducing new products to the marketplace you're not alone. Basically, this is a display of new automotive items that are produced and introduced into the marketplace by a variety of companies from coast to coast. They include parts for all makes and models of collector cars and are manufactured by members of our association. As an association we encourage all our members to participate. So one may ask; why is this display so significant and what responsibility do other industry leaders play in bringing these products to the consumer? The answer to the first part of this question is to build awareness with the consumer. The answer to the second part is in recognizing the industry leaders that make the association happen. This is a group of individuals dedicated to restoration and our hobby. It's the one time we all come together, as an industry, for the good of the hobby. This includes competitive media, industry insurance companies, and rubber part manufacturers, joining as one and putting aside the competitive nature of business for the betterment and advancement of the hobby as a whole. This organization is not a clique or private club, it's ARMO, the restoration council of SEMA, comprised of a group of dedicated individuals volunteering their time and respecting the hobby that has become our business.

The point of this correspondence is to let you, the hobbyists and collectors know how dedicated our corporate members are in delivering state-of-the-art reproduction products to you. A tremendous amount of time and energy goes into bringing this display to the public so they can view these products and interact with company representatives that make this happen. This marked our 10th year presenting products from manufacturers serving many different aspects of our hobby. This year also marked a new era, as we moved the display from Spring Charlotte to our new home with Carlisle Productions at Spring Carlisle, in Carlisle Pa. I give huge credit to Jim Vinarski for spearheading and guiding the project to a new venue. We also recognize the efforts of Bill Miller II and Lance Miller, the second generation of Carlisle's founders Bill Miller and Chip Miller, for hosting this display and making a project of this magnitude as seamless as possible.

Carlisle Productions generously provided prime space for the display in the manufacturers midway across from the grandstand, which is a pivotal landmark on the Carlisle property. Also to Jim Barber of CARS (Classic Automotive Restoration Specialists) Belews Creek, N.C. for overseeing and coordinating with each participating manufacturer that submitted products for this unique and important display. This includes unpacking all the parts, identifying the manufacturers submitting product, and repacking the products submitted to be returned to the manufacturers. No easy feat. This is a very time and labor intensive process and without the above mentioned volunteers it would have never come to fruition. All of this effort is for the betterment of the hobby and in the interest of you, the end user. I encourage you, the collectors, hobbyists, and restorers to support all our members as they truly are working to provide the best quality restoration parts for our collector cars.

Some of the products on display included submissions from Ames Performance, with their 1961-62 Chevrolet Hub Cap, 1969-71 GTO Emblem; Egge Machine Company's Navarro 59A Heads; Legendary Auto Interior, which provided 1970 Chevy Chevelle Malibu and El Camino seat covers and door panels; Master Power Brakes 1967-69 Camaro master cylinder (309), just to name a few of the products on display. There were a total of 31 original restoration new products and 13 restomod new products on display. For more information on all the products and manufacturers who participated or to learn more about SEMA/ARMO, log on to www.sema.org/armo.

A great deal of thanks is due our industry leaders who make this association happen, leaders like our Chairman Ernie Silvers from Egge Machine Company, our Chair-Elect Jim Barber CARS, SEMA (Specialty Equipment Market Association), and Liaisons Jan Desma and Jason Tolleson. The Select Committee members are from every aspect of our hobby and include; Alex Tainsh, SoffSeal; Laura Bergan, American Collector Insurance; Shelia Perkins, Bradley David Productions; Dennis Gage, Bradley David Productions; Curt Patterson, Automotive Magazine Advertising Association; Jim Vinarski, Carlisle Productions; Kelley Timms, Rick's First Generation Camaro Parts; Kim Mitchell, Eaton Detroit Springs; Marshall Giorgi, Rare Parts, Inc.; Roger Niehaus, Auto Custom Carpets; Todd Bidwell, Parts Unlimited; Walter Vaughn, Steele Rubber Parts; Sandy Patterson, Primedia; Dave Mihalko, Restoration Specialties & Supply; and myself Jeffrey Broadus, Publisher of *Car Collector* magazine.

In closing, thank you to all of this year's participating manufacturers. Happy Motoring!

Jeffrey Broadus