



challenge

FABRICATION • FITMENT • FORM • FUNCTION



FOR SOME PEOPLE, BUYING **WHEELS**
MEANS A LITTLE MORE THAN RUNNING TO YOUR
LOCAL AUTO PARTS STORE, TELLING THE GUY BEHIND
THE COUNTER THAT YOU'LL TAKE PACKAGE "THREE"
AND HANDING OVER YOUR KEYS. FOR THOSE
ENTHUSIASTS THAT TAKE THEIR RIDES SERIOUS,
RATEDRRIMS.COM
HAS EVERYTHING YOU'RE LOOKING FOR, AT THE RIGHT
PRICE AND WE'LL EVEN SHIP IT TO YOU FOR FREE!



877.904.RIMS



Small blue informational tag next to the wheel frame.



Small blue informational tag next to the painting frame.

CONTENTS

18



22



28



- 10 Performance Auto & Sound Welcome
- 12 F4 Challenge Welcome
- 14 2009 F4 Challenge Schedule
- 18 High Roller
Top Tuner Cadillac CTS Twin Turbo
- 24 The Shocker
Lexus IS250
- 28 Motion Sickness
Honda S2000
- 34 F4 Challenge: Guide to Success



F4 PAGES / THE ULTIMATE DIRECTORY
STOCK OR MODIFIED, DON'T TRUST
YOUR RIDE WITH JUST ANY SHOP!
COMING FALL OF '09!



I can't even begin to tell you about how amped I am for 2009. Why? Well because not all news has been bad news for the scene or the auto industry in general. The mainstream media is bent on painting a gloomy picture of the car biz but spends no time reporting on the success stories. We are bombarded with the sensationalism of the big three automakers taking a beating while several manufacturers such as Toyota, Nissan, BMW and their respective brands Lexus, Infiniti and Mini are all posting significant growth. The same holds true for us at PAS Magazine while we have witnessed our giant media competitor start to implode on itself, we forge ahead. What magazines that have survived are less than half the size of PAS Mag and we will continue to bring some the best content to market quicker than anywhere else.

When Andy Goodman of the National Custom Car Association discovered that his agreement with existing event partners was changing he mobilized immediately to stay on top. While other events head in different directions, Goodman created the F4 Challenge, a gathering of the best of the masses brought together in a variety of venues. And when we say variety of venues we mean a huge amount. We are talking twenty five dates for 2009, some of which partner with successful existing shows such as SCP Montreal, Autorama and Carlisle. But futher their appeal is the partnership with TV shows such as Pinks: Armdrop Live. The already well-attended events will be ramped up with the presence of a turn key custom car show and points race that will run throughout the year.

At the end of the various battles during 2009, the F4 will hold their final event. A showdown of all of the top cars vying for points, prizes and bragging rights. The F4 Challenge will bring out the top builders in the country. All of the diamond level participants that have been on top for seven or more shows will be invited to compete head-to-head at the F4 Challenge Nationals. The top six amateurs will form a group called the Super Six competition while their experienced winners will fight it out in the Sensational Six competition. Once the groups are formed, judges will pit them against each other in an all out dogfight to cap the season. There will only be one grand champion in each group, there is no runner up.

Having worked with Goodman for many years we know he is capable of making the impossible happen. Goodman will be pulling together many shows under the same F4 Challenge umbrella, increasing the number of fans and making the show memorable. At PAS Mag, we look forward to another great season with the events that F4 Challenge has partnered with. Yet again, PAS is thrilled to bring another leading edge event program to the fans and participants, enjoy the F4 Challenge events slated for 2009. ☒

Dave Pankew
Editorial Director

PRESIDENT & CEO

Frank Spezzano

PUBLISHERS

Blake Breslin & Perry Breslin

GENERAL MANAGER

Tim Rutledge

SALES & MARKETING

DIRECTOR

Matthew Adolfo

EDITORIAL DIRECTOR

Dave Pankew

SALES & MARKETING

BUSINESS DEVELOPMENT

MANAGER

Erickson Obiaco

12-VOLT DIRECTOR

Shane Chattergoon

SENIOR ACCOUNT EXECUTIVE

JP Kongas

ADMINISTRATION

OPERATIONS MANAGER

Arnold Adolfo

FINANCE MANAGER

Michelle Forsyth

SUBSCRIPTIONS MANAGER

Carol Franceschini

EVENTS / MODEL DIRECTOR

Randi Bentia

EDITORIAL

EDITOR-IN-CHIEF

Dave Pankew

CONTRIBUTING EDITORS

Andy Goodman

Neil Tjin

DESIGN & PRODUCTION

SENIOR ART DIRECTOR

Patrick Beltjar

PRODUCTION DIRECTOR

Patrick Dinglasan

PRODUCTION MANAGER

Trevor Lavigne

PERFORMANCE AUTO & SOUND

Phone: (416) 922-7526

Fax: (416) 964-1836

Toll Free: (866) 737-8805

pas@pasmag.com

www.pasmag.com

Periodicals Postage Paid

U.S.P.S. # 022-608

US Office of publication:

2424 Niagara Falls Blvd.,

Niagara Falls, NY, 14304.

US Postmaster send address

corrections to:

Performance Auto & Sound, Box 1082,

Niagara Falls, NY, 14304.

Exclusive distribution by:

Coast-to-Coast Newsstand Service Ltd.

Occasionally, we make our subscriber list available to carefully screened companies whose products and services might be of interest to our readers. If you prefer to have your name removed from this list, please write to us at the address below and include your mailing label.

For any subscription inquiries, including change of address, call 1 (888) 564-SUBS.

We acknowledge the financial support of the Government of Canada through the Publications Assistance Program and Canada Magazine Fund toward our editorial and mailing costs.

Canada

WELCOME FROM F4 CHALLENGE

Wow another year has passed, and with it has brought some great times but also some difficult ones. We have watched as some of our industrie's greatest publications have fallen as well as some of our favorite brands; while others are still trying to hold on and stay alive. With all the instability that the last year has brought, one thing remains the same and that is that the car guys are here to stay. Sure things might be a little tighter now but no matter what life brings; once you have been bitten by the customizing bug, you're hooked for life.

Watching the car show scene from the sidelines the last few years and listing too many great suggestions, we were working diligently to create a new chase that would open the door for additional auto showcasing fans. With the help of some of the most respected teams, individual competitors, event producers and parts manufacturers, we are proud to present you with the F4 Challenge. The F4 Challenge is the most competitive national showcasing chase in the country designed for all automotive enthusiasts. The F4 Challenge focuses on the four fundamentals of customizing; Fabrication, Fitment, Form and Function. We will get into more detail later about how the chase works, but what we wanted to share with you is that your thoughts and ideas were heard. This all new program makes it possible for a mildly modified vehicle to be competitive against a highly modified vehicle, as it's no longer about the quantity of parts on a car but rather how well those parts work together, it's no longer about spending all the money you possibly can, it is now about spending wisely.

The F4 Challenge will really put you and your creative abilities to the test.

With an all-new decade around the corner the F4 Challenge is here to lead the car show scene into the future. With an elite staff of in industry experts selected specifically for their expertise in the auto industry, you're sure in for an exciting chase. Speaking of events, the F4 Challenge series has joined forces with the top national events happening around the nation. Your local events have now become the best place to get recognized, show off your ride earn an invitation to the national finals and compete for the grand prizes, all while having a fun enjoyable time sharing your creation with a countless number of auto enthusiasts. ☒

From all of us here at F4 Challenge "Keep On Showing"

Respectfully,
F4Challenge Staff





2009 SCHEDULE

FEB 08

EVENT: Unlimited Events
WEB: www.unlimitedeventsproductions.com
VENUE: El Paso Convention Center
LOCATION: El Paso, TX

FEB 21

EVENT: Tunerwar/Motorama
WEB: www.motoramaevents.com/tunerwars
VENUE: Farm Show Complex
LOCATION: Harrisburg, PA

MAR 06-08

EVENT: Autorama Detroit
WEB: www.autorama.com/casi/show/detroit.html
VENUE: Cobo Center
LOCATION: Detroit, MI

MAR 20-22

EVENT: Autorama Cleveland
WEB: www.clevelandautorama.com
VENUE: IX Center
LOCATION: Cleveland, OH

APR 18

EVENT: Arm Drop Live
WEB: www.armdroplive.com
VENUE: Gateway International
LOCATION: St. Louis, MI

MAY 02

EVENT: Armdrop Live
WEB: www.armdroplive.com
VENUE: Atco Raceway
LOCATION: Atco, NJ

MAY 8-10

EVENT: Carlisle Performance & Style
WEB: www.carsatcarlisle.com
VENUE: Carlisle Fairgrounds
LOCATION: Carlisle, PA

MAY 31

EVENT: Wheel Concepts Nation
WEB: www.wheelconceptsnation.com
VENUE: Peir 94
LOCATION: Brooklyn, NY

JUN 05-06

EVENT: Armdrop Live
WEB: www.armdroplive.com
VENUE: Toronto Motorsports Park
LOCATION: Toronto, Canada

JUL 12

EVENT: Wheel Concepts Nation
WEB: www.wheelconceptsnation.com
VENUE: Edison Convention Center
LOCATION: Edison, NJ

JUL 18-19

EVENT: LX and Beyond Nationals
WEB: www.myspace.com/lxandbeyondnats
VENUE: Quaker City Raceway
LOCATION: Salem, OH

AUG 01

EVENT: Armdrop Live
WEB: www.armdroplive.com
VENUE: Maple Grove Raceway
LOCATION: Maple Grove, PA

AUG 15

EVENT: Tuner Evolution
WEB: www.tuner-evolution.com
VENUE: York Fairgrounds
LOCATION: York, PA

AUG 15

EVENT: Excclerator-8
WEB: www.exccleratorcarshow.com
VENUE: Magnuson Park
LOCATION: Seattle, Wa

SEP 19

EVENT: Armdrop Live
WEB: www.armdroplive.com
VENUE: Bristol Dragway
LOCATION: Bristol, TN

OCT 03

EVENT: Armdrop Live
WEB: www.armdroplive.com
VENUE: Richmond Dragway
LOCATION: Sanston, VA

OCT 15-18

EVENT: SCP X
WEB: www.sportcompactperformance.com
VENUE: Olympic Stadium
LOCATION: Montreal, Canada

TBA

EVENT: Elmhurst Toyota Scion Fest
WEB: <http://elmhursttoyota.elmhurstaurogroup.com>
VENUE: Elmhurst Toyota
LOCATION: Chicago, IL

NOV TBA

EVENT: F4 Challenge Nationals
WEB: www.f4challenge.com/schedule
VENUE: TBA
LOCATION: TBA

Dates are subject to change without notice. To keep up with the latest F4 Challenge schedule please add www.f4challenge.com/schedule.php to your favorites.

HIGH ROLLER



By Dave Pankew • Photos By Marketing Elements

The stock CTS-V is a 556hp menace with 551 lb-ft of twist, it runs mid-12s stock and roasts through 60mph in 4.0-seconds. And the party doesn't stop there because it isn't just a straight-line machine because it will brake 60-0mph in under 110ft and clobbered the Nürburgring in 7:59.32. The supercharged LS7 engine pushes this Euro-fighter to a 191mph terminal velocity to outgun many of its espresso-sipping competitors. Imagine what it would be capable of with a big turbo...now imagine what it would be capable of with two.

That is what Team ETC (Elite Tuners of Canada) decided to accomplish after their highly acclaimed Top Tuner Sky and Top Tuner Solstice projects. Sure this build did not start out life as a CTS-V, but the mission was to essentially build their own iteration of the 'V' and make it something that has never been done before to a Cadillac. At the heart of the project is the newer LSX cast iron block with ported and polished LS7 heads. The engine work was performed by a few of the best shops in Canada. Paul Arsenault from PA Performance and Marc Arsenault from Arsenault Cylinder Heads both located in Shediac, New Brunswick performed the machining, porting and polishing duties. J.P. Lamoureaux from the Cailloux Rod Shop in Marville, QC did all of the custom fabrication work and plumbing for the motor while Simon Rowe at Rowtech Automotive in Oakville, ON did the project management of the build. The engine internals consist of K1 Technologies steel crank and connecting rods with JE Pistons 8.5:1 slugs and high horsepower rings.

Yet again, Team ETC has completed the tri-fecta of SEMA accomplishments. Members: Serge Leger, Tajai Das, Edmund Manasan, Chris Nankoo, Lee Nankoo and Simon Rowe have collaborated to really bring out something special to the aftermarket for the 3rd year ➤





in a row with Castrol Canada and GM Canada. Then with Pioneer, Meguiar's, NOS Energy Drink and Strut offering marketing dollars, product and technical support, they have attracted over 30 product sponsors who realize the value of being involved in a project of this scope. After having winning almost every conceivable show award including those from SEMA and GM, they plan to continue the trend of bringing together all areas of tuning subcultures with one SEMA build. x

OWNER: SERGE LEGER & ETC

LOCATION: SHEDIAC, NB

VEHICLE: 2009 CADILLAC CTS

POWER: 1450WHP / 1100LB-FT

ENGINE MODIFICATIONS

LSX block & LS7 heads
K1 Technologies steel crank & rods
JE Pistons 8.5:1 pistons
Cometic gaskets
GM Performance gaskets
ARP fasteners
Turbonetics T-66 turbos
Turbonetics Godzilla blow-off valves
Turbonetics wastegates
Spearco twin intercoolers
Vibrant custom SS exhaust & piping
Wilson LS7 manifold
Wilson 90mm throttle body
Bosch in-line pumps x3
NOS Systems 250-shot direct port

ENGINE MANAGEMENT

Electromotive TEC3

DRIVELINE

Zoom Stage V clutch & flywheel
CTS-V LSD & axles

WHEELS, TIRES, BRAKES

Strut Icon MS wheels
(f) 22x9.5-inch
(r) 22x11-inch
Pirelli PZero Nero
(f) 265/30R22
(r) 315/25R22
Baer 6-piston/380mm

SUSPENSION

Easy Street air ride system

EXTERIOR

Phat Ride metal widebody
Phat Ride front & rear bumpers
Phat Ride hood, trunk & undertray
Sikkens Vicious Red paint
Strut triple chrome grill
Ignited HIDs

INTERIOR

Custom aged and stressed leather and suede interior by Collins Upholstery
Custom center console with subs and LCDs
Custom center channel and console

AUDIO & MULTIMEDIA

Pioneer AVIC-N2
Pioneer Premier 12-inch subs x4
Pioneer Premier 6.5-inch components x3
Pioneer Premier 1200.1W amps x4
Pioneer Premier 300.2W amps x3
Pioneer: back-up cam, XM radio & Bluetooth
Pioneer 7-inch LCD screens x2
GNet vehicle PC

GLOW SHIFT

presents:

TJIN EDITION TOUR

IT'S **BAAAAACK!** RETURNING FOR YET ANOTHER EVENT SEASON, THE TJIN EDITION TOUR WILL ONCE AGAIN MAKE ITS WAY **ACROSS THE COUNTRY** DISPLAYING SOME OF THE INDUSTRY'S WILDEST RIDES. TO SWITCH IT UP, THIS YEAR WE'LL BE DOING BOTH **EAST AND WEST COAST TOURS** SO DON'T MISS OUT!

FOR MORE INFO CHECK OUT:
TJINEDITIONTOUR.COM



THE SHOCKER

By Dave Pankey • Photos By Jacob Leveton

A platform that needs no introduction in today's sport compact scene is the Lexus IS line. Building off the success of its original '4-door Supra' approach, the IS is back and in a bunch of different flavours. Everything from the lowly IS250, to the luxurious IS350 and the IS-F "M3-fighter" the IS line has covered the gamut of what

the market is after. And the buying public has expanded to since the base IS is totally affordable. On this platform anything is possible and there is plenty the car is blessed with, starting with its shocking good looks.

Seems anything finished in flat black paint gets attention these days. And the sinister appearance of owner Jonny Feng's IS250 is proof positive of that. The Vertex Digna kit con-

sists of a front lip, side skirts, rear apron and trunk spoiler to set off the look of this hyper sedan. The emblems were shaved and a custom grill was added. It was then time to drench the project in House of Kolor flat black, which is always weird to see on such a new car. To complete the package a Xenon-vision set of 8000K HID's and 2500K fogs to light the way around Orange County. ➤



It's Like a Remote Control For Your Car



It's Your Cell Phone

- Locate • Track Your Car
- Speed Alerts • GeoFencing
- Lock • Unlock • Remote Start

from Anywhere—
All with your Cell Phone,
PDA, or Home Computer

How Sweet is That?

Cellular Car Communication



AUTOPAGE
www.autopageusa.com
1.800.262.2527



▶ The Shocker

The engine received a handful of upgrades since Feng is just really getting into the scene. Feng added an ARC Super Induction Box as well as ARC Intake Suction Pipe to pull in more air. The spent gases hit the manifolds and head into a custom single exhaust that splits into duals capped with HKS titanium canisters. With only a SUN Auto Hyper Grounding kit and a few dressup parts, the underhood treatment is fairly straightforward. ▶



MOTIVATION

Feng added an ARC Super Induction Box as well as ARC Intake Suction Pipe to pull in more air. The spent gases hit the manifolds and head into a custom single exhaust that splits into HKS dual titanium canisters.



EVENT COVERAGE

VEHICLE FEATURES

MOBILE ELECTRONICS

PERFORMANCE GEAR

THE NEW PASMAG.COM

Want more cars, girls and electronics than you can handle? There's only one place to get your fix for the latest features, hottest parts, exclusive articles and product reviews. Log on to the new www.pasmag.com to get it all, plus upload and share your very own photos, videos and show us your ride while you're at it. Who knows, you or your car club could be the next feature in PAS Magazine! Plus, you can save some cash and even score free goods with our online contests and discounted subscription offers.

**IN CASE YOU HAVEN'T HEARD,
WE AIN'T PLAYIN' THIS YEAR.**



▶ The Shocker

Another winner from SoCal that defines a slick and clean every day performer. Feng along with the help of his sponsors: Falken, Vertex, GTSpec, Xenon-vision, Autowerks have put together a winner. We expect to see more from Feng, after all this 22 year old student is just really getting into the scene. 📧



OWNER: Johnny Feng
LOCATION: Anaheim, CA
VEHICLE: 2006 Lexus IS250

ENGINE

Toyota 2.5L 4GR-FSE
 V6 VVT-i

ENGINE MODIFICATIONS

ARC Oil Cap
 ARC Radiator Cap
 ARC Super Induction Box
 ARC Intake Suction Pipe
 Custom dual to single
 exhaust piping
 HKS Full Titanium
 Canister
 Sun Auto Hyper Gauss
 Sun Auto Hyper
 Grounding Kit
 Sun Auto Hyper
 Voltage Kit
 Sun Auto Hot Inazma Eco

INTERIOR

ARC Titanium Shift Knob
 Bride FO-Type Seat
 Brackets
 Bride Hyperblue Zeta III
 Nardi Nob Edition
 Steering Wheel 330m
 NRG Short Hub
 Project Mu Sports Pedal
 System
 Takata MPH-340 4-Point
 Racing Harnesses
 Works Bell Rapfix GTC

AUDIO & MULTIMEDIA

Crossfire BMF
 Subwoofers x2
 Crossfire 1000D Amp
 Crossfire VR404 Amp
 Eclipse AVN5500 DVD/
 MP3/Nav Headunit
 Eclipse BEC106 Backup
 Camera
 MB Quart Crossovers x2

SUSPENSION

GTSPEC Front 2-Point
 Lower Tie Brace
 GTSPEC Front 4-Point
 Lower Tie Brace
 GTSPEC Rear V-Brace
 GTSPEC Rear Lower
 Tie Brace
 GTSPEC Type D-Front
 Strut Tower Brace
 Zeal Function XS
 Coilovers

WHEELS, TIRES, BRAKES

Volk Racing CE28N with
 Falken FK452 tires
 (f) 19x8.5-inch with
 215/35R19
 (r) 19x10.5-inch with
 245/35R19

Kics Project Neo R26
 Lug nuts
 Project Mu B-Force
 Brake Pads
 Project Mu Forged
 4-Piston Calipers
 Project Mu SCR-Pro
 Rotors
 Project Mu Teflon
 Brake Lines

EXTERIOR

Custom painted matte
 black OEM grille
 Custom shaved rear
 trunk emblems
 House of Kolor flat black
 paint
 Vertex Digna front lip
 Vertex Digna side steps
 Vertex Digna rear bumper
 apron
 Vertex Digna rear trunk
 spoiler
 Xenon-vision 8000k
 HID Kit
 Xenon-vision 2500k
 HID Fog Kit

Get that Aggressive Sporty Look and express the Sophisticated Elegance associated with an authentic woven wire stainless steel "Custom"

RaceMesh™ Grille for your vehicle. Designed with premium Stainless Steel Wire Mesh Weave. Our Lower Valance units are framed in a beautiful, flexible PVC rubberized trim to protect the vehicles paint finish. Custom built, hand shaped and crafted to ensure a precise OEM fit and finish.

RaceMesh™ Grilles only use new OEM factory grilles in it's fabrications to ensure factory quality, appearance, with OEM fit and finish!

RaceMesh™ Grilles also provide functionality, in that it protects your radiator and condenser from debris and damage. This product is made of a true wire mesh cloth weave, not stamped, expanded or welded like other less costly manufacturing processes. This processing method creates a stunning visual effect, while adding functionality.



RaceMesh™ Grilles

1224 Sheldon Drive
 Brentwood, CA 94513
 (925) 628-7502
 RaceMesh@sbcglobal.net
 www.RaceMeshGrilles.com

NEWS: RaceMesh™ Grilles has been featured in DUB Magazine, Jay Leno's Garage, Makes & Models Magazine, Corvette Enthusiast Magazine.

RaceMesh™ Grilles has sponsored many SEMA vehicles for GM, Optima Batteries, Wheel Wax, and DUB Magazine, to name a few.



MOTION SICKNESS

By Dave Pankew • Photos By Gail Tolentino



The older you get, the weirder new trends start to seem. Not because they are anything totally new or dramatic, but because they are often modern twists on fashionable crap history has already seen before. These movements are cyclical, the designers and hipsters of the world dictate how and when it will happen, then others follow it. Depending on your age, you might not have yet experienced a cycle 'cause they typically happen every 25 years or so. So you can imagine my shock when I saw younguns rockin' high-tops and studded belts slightly earlier than expected. A few kids even did some new level moves by actually growing a mullet to complete their neo-headbanger motif.

Splashing your project in a Hubba Bubba hue might not be on the top of your to-do list but on an S2K, with loads of unruly modifications and carbon fiber it can happen. Hell, if owner Tony Swartz jumped out wearing a pink popped-collar Hollister with a white tennis sweater draped over his shoulders we would still give him mad respect for putting this pink Honda together. And to ➤



LEDGLOW



Spc. 7 color underbody KIT



Seven color wireless underbody kit which allows you to match interior and exterior lighting patterns using a single kit as four underbody & two interior LED tubes are included.

7 color underbody KIT



This multi-colored undercar tube kit features 378 LEDs with 17 unique color abilities. Two 36" & 48" underbody tubes accompany this easy to use unit.

Expandable interior KIT



Contains four 15" LED tubes with a variety of flash, chase, and sound activated patterns. Expandable in design, each kit allows several additional tubes to be connected.

Adv. 3 million underbody KIT



Expertly designed for unlimited options and a vast array of color abilities. This kit allows limitless tube expansion and the user to create their own color patterns.



1.877.LED.GLOW
WWW.LEDGLOW.COM



top it all off, it was one of those builds that is rarely seen considering it hails from the subtle and often underestimated mid-west area.

Hailing from the frigid north in Fargo, ND, Swartz is no rookie to the game and has been in the tuning scene for much more

than a hot second. He was leaning more on the domestic side though having previously built a Mustang and a Malibu but as he explains that is what people were driving around those parts. He purchased the car a while back in 2002 and has slowly been stockpiling parts for the

build. Originally, he installed a VeilSide kit and completed the first phase in 2005 but decided he would mix it up. Swartz began ordering mods from around the world because as he says "it isn't easy getting parts in North Dakota." So after two years of collecting the gear, he commenced on the build in 2007.

Some of the rare parts, like those from ASM were air shipped directly from Japan at a huge expense too. As the final items trickled in just before its debut, the car emerged from the paint shop only one week before HIN Minneapolis. The crew scrambled to complete the car in time not only for HIN but for a local Tint-masters show. NZ customs was entrusted with prepping the body and fitting all of the parts to the car. They installed the J's Racing Type S carbon fiber sideskirts and carbon fiber canards. The front bumper is also a J's Racing carbon fiber piece while the rear is an INGs urethane piece. The front fenders are a Seibon 10mm oversized and the rears are a race ASM IS Design from Japan built by Super AutoBACS. A Top Secret carbon fiber rear diffuser and APR mirrors are complimented by Seibon carbon fiber: doors, trunk, >



EXCELERATE

PERFORMANCE.COM

AUTHORIZED DISTRIBUTOR OF



ENGINE ACCESSORIES



FUEL RAILS



SPACERS



THERMAL GASKETS



EXCELERATE, LLC
998 WEST MAIN STREET
BRANFORD, CT 06405

(203) 483-6100

WWW.EXCELERATEPERFORMANCE.COM



Motion Sickness

hood and hardtop to complete the ultra lightweight theme. The paint work was done by a local shop Tri-Color which drenched the shell in BASF Hot Pink with Artic Ice. "My wife Sarah picked

the color and I had the opportunity to give her the pink car she has always wanted." Swartz proudly explained.

After bagging a Best of Show at DTP Winnipeg, Hottest Honda

at two HINs and a 2nd place 2-door Mild at HIN Chicago, Swartz is on the right track. Hopefully his future builds come around a little quicker than once every six years. ❏

BODY MOVIN'

The front fenders are a Seibon 10mm over-sized and the rear are a race ASM IS Design from Japan built by Super AutoBACS. A Top Secret carbon fiber rear diffuser and APR mirrors are complimented by Seibon carbon fiber: doors, trunk, hood and hardtop to complete the ultra lightweight theme.

OWNER: Tony Swartz
LOCATION: Fargo, ND
VEHICLE: 2000 Honda S2000
POWER: 350whp (est.)

ENGINE

Honda 2.0L F20C inline-4

ENGINE MODIFICATIONS

CompTech Supercharger
CompTech aftercooler
CompTech fuel pump
CompTech FPR
Koyo Rad
Nitrous Xpress fogger

DRIVELINE

Exedy Hyper Single carbon clutch

WHEELS, TIRES, BRAKES

Volk Racing GT-S gunmetal
F: 18x8-inch +44
R: 18x9-inch +38
Yokohama Advan A048
F: 225/40R18
R: 265/35R18
Spoon 4-piston
Earl's SS braided lines
Castrol SRF fluid

SUSPENSION

JIC FLT-A2 coilovers
JIC strut bars
JIC lower arm bars
Swift sway bars
Cusco 3-piece underbrace

EXTERIOR

ASM rear over fenders
J's Racing Type S CF sideskirts
J's Racing Type S CF carbon fiber canards
J's Racing carbon fiber front bumper
INGs rear bumper
Seibon CF front fenders (+10mm)
Top Secret carbon fiber rear diffuser
APR CF mirrors
Seibon carbon fiber: (doors, trunk, hood and hardtop)
BASF Hot Pink with Artic Ice
Tintmasters vinyl graphics

INTERIOR

Memory Fab S58 carbon fiber seats
Black Alacantara with red stitching: (door panels, elbow pads, shift boots, center console and e-brake handle)
Custom carbon fiber dash kit
Nardi 330mm steering wheel
J's Racing titanium shift knob
Project Mu alloy pedals
VeilSide Eurox4.
SARD digital cluster
Cusco Safety 21 4-point cage
Takata 4-point harnesses

AUDIO / MULTIMEDIA

JVC KD-AUX2 3.5-inch LCD headunit
MTX TA 3401 amp x2
MTX TA 5302 amp
MTX 7500 12-inch subs x2
MTX Axe component speakers

FREE SUBSCRIPTION

VISIT WWW.PASMAG.COM

This 2008 Annual Buyer's Guide entitles you to a FREE subscription to North America's Definitive Performance Source - Performance Auto & Sound. All you have to do is pay \$6.99 for shipping and handling.

Go to www.pasmag.com/annual and enter your special offer code "PASANNUAL" and start your subscription today! Or complete and mail in the form below.

Performance
Auto & Sound



3 WAYS TO GET YOUR PAS SUBSCRIPTION!

METHOD #1

ONLINE:

www.pasmag.com/F4SUB
SPECIAL CODE: F4SUB

METHOD #2

PHONE:

1.888.564.SUBS

VISA PayPal

METHOD #3

ONE YEAR FOR \$10.00

1. Check or Money Order enclosed payable to PAS Magazine

2. Charge my credit card: VISA MC AMEX # _____

Exp. Date / /

MAIL THIS FORM TO:

Performance
Auto & Sound
PO BOX 1082
NIAGARA FALLS,
NY 14304

PERFORMANCE
AUTO & SOUND

Name (please print) _____

Address _____

City Prov./State Postal Code/Zip _____

Tel. e-mail _____

For customer convenience and service all credit card accounts will automatically be renewed at the end of your subscription term. If you do not wish your subscription to be renewed, please call 1 800 564 5667/107.

GUIDE TO SUCCESS

Thanks to mass production, automakers are able to produce thousands upon thousands of exact copies of the same make and model automobile in exactly the same color with the same equipment. In this stereotypical, carbon-copy world, therefore, it's really no wonder why many people want to make their rides as individual as they are. Customizing makes your ride something special, something out of the ordinary, unlike all the other cookie-cutter copies of that make and model on the road – customizing let's you make your ride unique.

Some people are driven to make changes to things, especially their vehicles – these people are never satisfied with the status quo. They desire to make their rides something truly different and unique that will stand out in a crowd.

Variety is indeed the spice of life, and everyone has a different idea of what's cool and what's not. What you do with your ride will be a reflection of your personal tastes, ideas and preferences to make it an individual expression of you. If you take two identical vehicles and let two people each customize them, you'd be amazed at how different the end results would be, but that's what makes the world go round. What is it that rings your particular bells? Without a doubt, you have your particular favorites when it comes to vehicle makes and models, but where does it go from there? Maybe it's a really unique paint job, perhaps

some really outrageous graphics, or it could be some functional aerodynamic body parts. How about racing wheels with big eight piston brakes showing through them? How about a super-tuned engine under the hood with some nitrous for extra punch? It's all up to you to decide and define what is cool when it comes to designing and building your ride. It is your choice as to how far you want to go with the customizing, what areas of the vehicle you'll be working on and which ones will remain basically untouched, and whether you want to go mild, wild or someplace in between the two extremes.

The ability to communicate is what sets humans apart from all the other living things on this planet. And it is our ability to communicate that allows us to express ourselves. Customizing your ride is just another way of manifesting your freedom of expression, so enjoy it and exercise it. Make your ride a personal expression of yourself – we encourage you to go for it!

BALANCE IS KEY

Being a car guy or gal is not the easiest thing; actually some will tell you that it can be quite difficult. This automotive hobby can and will be very time consuming, expensive and can become extremely addicting. It is crucial to remember that this is a hobby and you need to keep your priorities in check. Do you remember when you had to decide between buying a part for your car and paying your rent or mortgage? If you are thinking about building a project, these types of decisions will come up throughout the build. We have all been in these types of situations and some people will give in and buy the part that they have been craving, while others will make the decision to pay their rent.

How about those of you who love to use the plastic, you know your credit cards? There are many times when builders decided to put several thousands of dollars on their credit cards. Is that the right decision? It all depends on who you ask, as each person's situation varies. Some

people are on a tight deadline, while others have more time and freedom to build their car on their own time schedule.

Before you get discouraged or feel overwhelmed with your build, just remember that this industry commends, recognizes, and respects your efforts. It doesn't matter whether your accomplishments are small or large, make sure you have fun, enjoy this hobby and strive to be a successful part of this industry.

Satisfaction and having fun are two key ingredients to enjoying this addictive automotive hobby. Even though we are never completely satisfied with our projects, as there is always something else that needs to get done, remember to enjoy the building process and seeing your car progress through its stages. The day that your car is totally complete and maxed out with modification will never come; there will always be another modification to be made or something to be swapped out. This is just human nature and

the modification bug is never satisfied. It doesn't matter if you are on your first project or your twenty fifth if you are addicted to building and modifying your car, you will always be thinking of new and innovative ways to change and add to your ride to take it to the next level.

For the more seasoned veteran builders they might get tired of redoing their current projects, and instead of investing more into the already completed project, they might just opt to sell them to recoup some of their funds and then begin the process all over again. This process can become extremely costly, and unless you are doing this as part of your occupation or enjoy the thrill or building and selling your cars, this is not something that we recommend becoming part of your routine.

Not only does this hobby put a financial burden and strain on your personal life, but it can also affect your business life and other aspects of your life too. The countless nights that you spend at the shop or busting away

in your garage will not only take a toll on you, but also on your family. Is completing your car quickly worth the burden of having your family eating dinner alone or your wife going to be by herself? As mentioned this type of behavior cannot only affect your personal life, but also your professional career. If you take a day or two off to work on your car or head out to a competition, make sure that you do it in the correct manor. Do not call in sick the day you are leaving, or make up an excuse. Let your boss know the situation and be upfront with him or her.

No matter how long you have been involved in the automotive industry, everyone goes through these situations, and if you are not careful a certain situation might be too much to overcome. If you don't believe that it can happen to you, here is a true story that was shared by a fellow competitor. A few years ago a competitor decided to chose to showcase his car at an event, rather than attending his sister-in-laws wedding. Needless to say ➤

“...desire to make their rides something truly different and unique that will stand out in a crowd.”



choosing his car over family wasn't the brightest move, as a few months later his own wedding was over. Another competitor in Florida told us that his boss would not let him off of work on the Friday before a show for roll-in, so he told his boss that he quit. Now is that dedication or stupidity? Once again it all depends on who you ask and what situation they are in. No matter what situation you are in or how dedicated you are to this hobby, in the end it is just that; a hobby. No car will be built over night, and for most of us our cars will not be built in a year. Building your car the right way can take many years, before it reaches the point where you are satisfied and ready to compete on a serious level. So with that said remember to balance yourself and enjoy what you are doing. We are all extremely blessed and fortunate to be able to build and play with cars, and to enjoy our hobby, and we should all take advantage of what we have been given.

CREATING A SCHEDULE

A great way to balance yourself is to sit down and write out a detailed schedule of your build and the year you plan on having

with your car. Log down which weekends you will have available to attend shows and meets, and which weekends you have family obligations. Also log down which days you might have to work late at the office, or which weekends you might have to go in and get some work done. With a detailed schedule you will not over book yourself, you will not burn yourself out, and most importantly you will not upset or disappoint your family and run late on deadlines. Having a schedule will also help your family out in the long run, as they will know what days and weekends you will be working on your car or attending an event. If they know your schedule they can plan accordingly with you and make plans to hang out with other family members and friends. Remember that this is not just a one man or woman hobby or sport, but it takes a strong family to make things come together. If you know in advance that you will need a Saturday or Sunday to work on your car to get something completed make sure to plan accordingly. A schedule will keep you on track, as it is very important to remember to balance your hobby, your personal life, and your profession.

Balance is key, and a schedule helps keep you balanced. If you go to shows three weekends in a row and you happen to have the next weekend off, don't spend the weekend working on your car. Instead take those two days and spend them with your loved ones. This after all is a hobby, and it is not meant to be the most important aspect of your life. Use your weekend off to catch up and spend time with your family and show them that they are more important any show or piece of machinery.

These same principals apply to your work situation. If you are going to take a few days to travel to and from shows, make sure that you finish your work responsibilities before you head on the road. You do not need your bosses getting upset with you, and you don't want to seem like you are taking advantage. Work is work, and play is play and make sure to differentiate the two. If you know that you will be missing an 8 hour work day, make up those hours during the week. You can either go in an hour early or stay an hour late each day to make up the hours that you are going to be missing. This way your boss sees

that you aren't taking advantage of the situation, and your co-workers won't get envious that you missed another work day. Do not wait till you get back from your show to catch up on work that was due before you left. Not finishing you obligated work will not only ruin the week you return to work, but it will also ruin your weekend as you will be stressing about all the work you have to do when you get back to the office.

If you aren't able to finish all your work before you leave for a show, it might make sense to take some of your work home with you and try to get what you can done in the evening, after you spent time with your family of course. If you show your boss and co-workers that you appreciate the days off and that you don't let your hobby interfere with your profession, they will have a much different outlook on your situation. Remember that you will not be able to get every day off you request. There are only so many vacation and sick days per year, so if for some reason you can't get the days you are requesting off, do not be upset or discouraged, it happens to everyone. That is why it's called work. Remember that you need your job and the income to support your hobby, and by acting out and rebelling you can jeopardize your income, and ultimately your hobby.

As we mentioned before the key to success within this hobby is balance. Do not let your hobby become your obsession and sole interest. Remember that your hobbies are supposed to be fun and relaxing, and most importantly they are supposed to take you away from your daily grind and stress. Your hobby isn't supposed to cause more stress; it is supposed to help relieve you

from it. Build your project at a pace that is right for you, and do not forget to remember those who have helped you along the way. Take care of them because they support you and will continue to down the road. Without the support and backing of your family and friends, things get much more difficult and if you don't have someone to share your goals and accomplishments with, then why do it in the first place.

BUILDING YOUR CHARACTER

It doesn't matter whether you participate in our industry as a part time hobby or if being part of this industry has become your profession. Either way it is your obligation to respect the automotive industry and to represent yourself in a professional and mature manner.

If you want to succeed and become a successful individual within the automotive industry the way you act and conduct yourself around your peers can greatly influence that outcome. No matter what your role is within the industry, we cannot stress enough the importance of being professional and cordial to your peers, enthusiast, the media, vendors, show promoters, marketing representatives and so forth.

It doesn't matter if you are just starting out and attending your first show, or if you are a ten-year pro, you need to act as a constant professional at all times. We have seen our fair share rookies that have come into this scene and who have acted more professional than most seasoned veterans. Just because you have been doing this for a long time, doesn't give you the right to act childish and foolish on at an event.

Even though the automotive industry may seem large and

extensive from an outsider's perspective, it is very important to remember that this industry is a very tight knit community and people love to talk and spread the word. It doesn't matter whether they are talking about you in a positive or negative way, everyone enjoys talking and people love to listen. So if you want to succeed and build your character remember to always act in a professional manner.

Your actions will show in the way you act and in the way that you present yourself on and off the show floor. There are always people who are watching and keeping a close eye on how you behave and act while in certain environments. You never know when a fellow competitor, a show organizer, a magazine editor, or a marketing manager is watching how you react in a certain situation. They might see something special in you and they might be observing your every move. You never know who is watching and what they are looking for. The way you react can be the difference between whether you succeed or fail.

When you are on the show floor displaying your ride or competing with your car, take it very seriously, to the point where it is like a job. Being part of this hobby is supposed to be fun and relaxing, but at times it can become intense, stressful, and very much like a profession. Representing yourself in a professional manner will show your maturity and character, and being a professional on the show floor can open many doors for you. A sign of maturity is when you start something and see it through. This is also a good sign to see if you are heading in the right direction when it comes to building your character. ▶





A quick food for thought, think about it this way. A show promoter might see you acting professionally and courteous towards your peers and fellow competitors and they might opt to team up with you and use you and your car in their promotions. Now wouldn't that be cool? It's possible we have seen it happen first hand.

Show promoters might not be the only ones keeping a close eye on your behavior, as this same situation is possible with a marketing director or owner of a certain company. There are always manufacturers, show promoters, and media personnel at these events, and they are looking for young, fresh, and upcoming individuals to team up with, and you might just happen to be the guy or gal that catches their eye.

So you have to ask yourself, why not take advantage of the situation that has been placed in front of you and why not act professionally while on the show floor? Who knows you might just land a promising deal or score a sponsorship or endorsement deal from a manufacturer or you might catch the eye of magazine editor and they might want to feature your car in their magazine.

There are so many positive things that can occur and take place during certain events and you never know who is keeping a close eye on you and what positive thing can occur at any given time. So why not take advantage of them, and leave the negativity at home? The big break you have been waiting for may be closer then you think and it might just be around the corner, so never underestimate how you act while at an event. The next event you attend can be the event that changes your life and the direction that you are heading in our industry.

Presenting yourself in a professional manner and acting mature at shows is just part of the process of building your character. Besides acting like a professional, you also need to show self-control and good sportsmanship when it comes to competing at these events.

SPORTSMANSHIP

We all know that everyone has a competitive edge and that no one likes to loose, but if you want to be a good example, make a statement and stand out from the rest of the competition it is vital to act professional, be courteous and to show sportsmanship to your fellow competitors.

Remember that people eyes are always on you. If you take home a Best of Show trophy do you jump up and down and make a scene or do you graciously accept your award and don't make a huge deal about it? Which scenario sounds more like you? What about if you lose or don't place in your respective class? Do you make a scene and go after the experts and or do you go up to your competitors and congratulate them? These situations may seem a bit extreme to some, but believe it or not, people react in different ways depending on their character and the situations. Everyone is wired differently, and some people have more self-control then others. For some it is all about winning, and for others they see the bigger overall picture. Winning can be fun, and it can be important to some, but winning and losing are not the end of the world. It might seem like it at the time, but if you sit back and really look at the big picture, winning is just winning. If you want to build your character and succeed in this industry, either as a profession or as a hobby, act professionally and show some restraint when it comes down to winning and losing.

You have to ask yourself if losing your dignity and self respect worth a trophy? Is looking dumb in front of your friends, fellow competitors, and manufacturers worth the complaining and fusing? It is important to remember that a trophy is just a piece of plastic (no matter how big or shiny it is), and that trophy will not change the outcome of your life.

We have all got upset and over reacted at times, but if you do happen to slip up, try to learn from your mistakes. If you are angry or upset, walk away from the situation until you cool down. The best thing to do is to talk it out with your teammates and then go and speak directly to the expert or experts that judged your car. Remember that winning and losing is based upon a expert's opinion and one expert might like the modifications that you made and another might hate them. Competing is fierce and we all understand that, but having self-control and restraint shows those that are watching you that you have matured and progressed and that you are ready to move on to bigger and better things.

No matter what the outcome is always congratulate the guys or gals that you competed

against, make sure to shake their hands and tell them congratulations on a job well done. This will show everyone that no matter if you win or lose, you are a good sport. Don't make a scene, don't yell or scream, don't throw your trophy on the ground, and most importantly don't bad mouth your competition or the experts. It can be difficult but it is key to have the right attitude. Be aware of your circumstance and the way you act and represent yourself. Always be sincere, respectful and enthusiastic when you are on the show floor. Excel in showing respect for each other. Remember to encourage others, encourage anyone who feels left out, help others around you, be patient with everyone and celebrate each other's growth.

Once you have started getting accustomed to acting more professional on the show floor and understanding the concept of sportsmanship, there is one more key ingredient to becoming a successful individual within our industry. We like to call it going above and beyond what is expected of you. It doesn't matter whether you are teaming up with a manufacturer for a sponsorship or a show promoter for promotions, you will always be obligated to do something from your end. It can be something as simple as running a logo on your car, to something more time consuming as doing follow up emails after each event you attend. No matter what the situation, going above and beyond what is expected of you can take you a long way in this industry.

People often wonder when is enough really enough. When it comes to building your character and becoming successful in the automotive industry, enough is never really enough.

Going above and beyond the call of duty is not just your obligation, but also something that you should always be thinking about doing. We are all familiar with the phrase "our car is never done"; well you should have that same mindset when it comes to going above and beyond what is expected of you. If a manufacturer ask you for follow up photos from an event, make sure you do it and that you do it in a timely fashion. If you are asked to attend ten shows in a year for a sponsor, try your best to throw in an extra show or two for them. If a sponsor asks you to run an 8" logo on your car, why not run a 10" logo if you have the room? These are just some of the examples that come to mind when we are talking about over delivering.

It is important to remember that it only benefits you when you over deliver. If you keep that in the back your mind, you will always want to do more then what is expected or asked of you.

There are very few things that an individual can do that are more important than over delivering for a sponsor, for a teammate, or for someone that you are working with. If you follow these key steps, we can't guarantee you that you will land a sponsor, or become a big time player in this industry, but what we can promise you is people will respect and admire you for your character and what you believe in.

No one wants to deal with an unprofessional, childish, back talking, and immature individual. Many outsiders see the tuner section of the automotive industry as childish, immature, and ungrateful. Do you? We certainly don't and if we all grow up and unite together, we can change people perceptions for the better.

WHAT IS THE F4 CHALLENGE?

F4 Challenge is The New Era in Automotive Showmanship that will critique your ride based on the four fundamentals for customizing **Fabrication, Fitment, Form and Function.**

FABRICATION: To construct by assembling already existing parts and or making parts from raw materials for a vehicle.

Experts look for custom parts that are fabricated from scratch or parts that are customized to flow with the theme of the build. Experts are not necessarily looking for welded products, but also mean fiber glassed or sculpted parts. When it comes to fabricated parts, experts are looking for seamless welds, fitment around corners, contour lines, and the way these fabricated parts flow with the rest of the car.

FITMENT: The installation quality from fabrication to create a continuous flow.

This segment of a vehicles build is crucial. Experts will study the fit and fitment of the entire

car, including the aftermarket parts, the fabricated parts and even the reinstalled stock parts. Remember that it is not about how many products you install, fabricate, or bolt on to your car. What is key is the fitment of these parts and how these parts are installed. Having the proper gaps and fitment will help set your car apart from the competition.

FORM: To be a seamless interruption as all fabrication blends together to create a well themed machine with full functionality.

Experts will look at what you created and how it flows with the entire build of the car. Will what you have envisioned in your mind, be shown properly in what you have displayed in your vehicle. Once again this is not about quantity, but quality and

execution. Experts will make sure that your modifications serve a purpose and it is key to remember that form and functionality go hand and hand.

FUNCTION: That fabrication performed to a vehicle is made with purpose while retaining full ergonomic design

It is quite simple and straight forward, experts will evaluate each and every modification that you have made to your car and they will decide if the modification serves a function. Experts will be looking to see if the modifications you have made make sense and serve a purpose or if they were done for show and serve no benefit. If you decided to add a particular modification to your vehicle, make sure that it is done with functionality in mind.

THE F4 CHALLENGE CHASE

What is the F4 Challenge Chase?

The F4 Challenge Chase is a yearly competition that will showcase exhibitors from across the country competing against one another with one common goal in mind, to make it to the F4 Challenge Finals. The F4 Challenge Chase will consist of both amateur and experienced classes creating two level of national competition for the seasoned or new builder.

What are the F4 Challenge Nationals?

The F4 Challenge Nationals will be equivalent to the Final Four, the Super Bowl, and Game 7 of the NBA Finals. This event will be the grand daddy of them all, where the best of the best will come to compete for the ultimate prize. The F4 Challenge Nationals will be the Mecca of all car show events, where the best will showcase their vehicles, where champions will be born, and where legends will be made.

At the F4 Challenge National Competition all the amateur and experienced diamond award recipients and those who have qualified by ac-

quiring seven chase awards in the same category will compete head to head for the F4 Challenge Championship. The experienced diamond award winners and qualifiers will compete for a spot in the Sensational Six competition, while the amateur diamond award winners and qualifiers will compete for a spot in the Super Six competition.

Once the F4 Challenge team of experts has selected the Super Six and Sensational Six finalists those cars will go head to head for the ultimate prizes one amateur and one experienced champion will be awarded for the 2009 season.

How can I stay competitive against highly modified vehicles?

The F4 Challenge will be broken down into three classes, the Amateur Class, Experience Class, and Team / Club class. The way that the F4 Challenge classes and rules are laid out will even the playing field and give all competitors a fair shot at making it to the F4 Challenge Finals. Gone are the days of over the top show cars, where quantity outweighed quality, and cars that were not built with functionality. No longer is it about how much money you spend on your car, but it is about how wisely your money is spent on planning, research and development. The F4 Challenge experts study the four fundamentals of customizing which are fabrication, fitment, form and function as the core criteria for analyzing any entry.

How do I qualify for the F4 Challenge Chase?

There will be two exciting ways for competitors to qualify for the F4 Challenge Chase. In both the amateur and experienced classes the F4 Challenge experts will be awarding diamond awards, which are equivalent to your golden ticket into the F4 Challenge Chase. If you are the recipient of a Diamond Award in either the experienced or amateur class an invitation has automatically been extended to the national finals; though you will also need to attend 6 more F4 Challenge Events for your invitation to be validated. For those who don't win a Diamond Award throughout the season, don't worry, as there will be an alternative way to make it to the F4 Chal-

lenge Finals. Competitors that win seven chase awards in the same category will also earn an invitation to the F4 Challenge Finals and have a chance to compete for a spot in the Super Six or Sensational Six categories.

**Diamond Awards - You will only be able to win one Diamond Award during the season.*

The F4 Challenge Chase will bring many different scenarios into play, as competitors can strategize to keep other competitors out of the finals. It is key to remember that there are only two ways to make it to the F4 Challenge Finals, so plan out your strategies, be smart, and don't show your cards to early in the season.

What separates the Amateur and Experienced classes?

The F4 Challenge Amateur class will cater to vehicles with nine or less segment modifications, while the experienced class will feature vehicles with ten or more segment modifications.

What type of awards will there be in the F4 Challenge?

The F4 Challenge will be presenting a completely new breakdown of awards consisting of the Amateur Award's, Experienced Award's, Team / Club Award's, and Diamond Award's. There will be one chase award offered for every eight exhibiting vehicle on the show floor. There will also be one team/club award for every three teams/clubs that are in attendance. And let's not forget the Diamond awards there will be one for each the Experienced and Amateur classes per event.

GENERAL JUDGING POLICIES

The judging team will consist of a head expert, and a supporting staff of experts with different levels of expertise. The size of the judging team will vary depending upon the number of entries and the amount of time to complete the judging tasks. If the owner of a competition vehicle is not present, the experts will still perform their duties and expert the vehicle. It is recommended that the vehicle owner or representative be present with their vehicle during the assigned judging hours. Experts may have questions or be looking for clarification to questions or concerns they may have and the only one who can answer those questions properly is you.



DUTIES OF THE OWNER/EXHIBITOR

To enter your vehicle and present it for judging at an F4Challenge event, you will have a number of obligations to which you must adhere. These requirements are listed below. It is also recommended that you familiarize yourself with the judging rules and guidelines, which will be used by the judging system in the evaluation of your car; this will avoid misunderstandings and disappointments with results.

- 01** The vehicle (or vehicles) to be judged must be owned by a current member of the F4 Challenge.
- 02** Entry must be made prior to the stated deadline and to the designated individual or address.
- 03** You must have complied with instructions of the Head Expert regarding participation in programs such as prejudging qualification checks (if necessary), directions as to times, places and procedures. You should read all instructions carefully.
- 04** Your vehicle must be on the field and in its designated class by the designated time on the day of the event. Competition vehicles are expected to be ready for presentation to experts one (1) hour prior to the event opening to the public. (At the head expert's discretion we reserve the right to allow particular vehicle presenters time extensions due to uncontrollable event caused situations)
- 05** You must have all of the proper registration materials and they must be properly presented.
The windshield card must be in place and completed prior to the arrival of all experts.
- 06** Your car must stay on the judging field until the official end of the event, or until told
- 07** You or your designated representative should be in attendance while your vehicle is being judged. The expert may wish to enter your vehicle, and you are recommended to provide access in response to their request. You or your designated representative should also be present throughout the show to answer any questions that the experts may have, as your car may be re-evaluated at anytime.
- 08** It is your duty to be sure your car is placed in the proper class. If other cars with which you are classed are not of a similar styling, chances are that you have been misplaced. If this is the case, immediately contact the Head expert. (Do not wait until the end of an event to say something, once the results are in we can not make any changes)
- 09** Experts may ask you to highlight a few specific modifications. Please understand that the experts have a limited amount of time to spend with competitors and will not speak with all vehicle owner. It is suggest you have a modifications sheet available for the experts at any time for their review.
- 10** All vehicles must adhere to fuel regulations. Each

specifically by the Head Expert that you may leave. You may not remove your vehicle once the judging team has passed.

venue has different requirements; you must make sure you know the facts. If you are unsure, you should contact the show producers. (This is a fire safety requirement over which the show producers have no control)

11. All vehicles **must** disconnect their battery for the duration of the show. Failure to comply with this requirement may result in disqualification. If your vehicle needs power for your display, you must pre-register and the request must be made in advance.

(A) The F4 Challenge is not responsible for electrical arrangements; you must contact the show promoter if there is a problem.

12 Vehicle trailers are not allowed on the show floor due to space confinements.

(A) This also means that all competing vehicles must be driven onto the show field and to their designated spot. Any vehicle that cannot do this will not be allowed to compete.

13 No driving at any speed. Any show car caught in motion on the show field will be ticketed and ejected with no refund. **No Exceptions, Zero Tolerance!!!!**

14 All alarm systems must be shut off; this pertains to all indoor events. Any vehicle with an alarm that activates during an event is subject to disqualification.

F4CHALLENGE COMPETITION DIVISIONS

CHASE AWARDS	
Amateur Division award plaques	1 for every 8 cars entered
Diamond Award Plaque	1 per event no entry minimums
Experienced Division award Plaques	1 for every 8 cars entered
Diamond Award Plaque	1 per event no entry minimums
Outstanding Club / Team Representation	1 for every 3 teams (5 vehicle team minimum)

**Diamond Awards - You will only be able to win one Diamond Award during the season.*

Event producers can and will add additional event specific awards to their events which will also be consensus judged by our elite team of certified Experts. These awards that are distributed at events will NOT count in the F4 Challenge national chase competition. Specialty classes can include but are not limited to:

VEHICLE MAKE COMPETITION	Outstanding Paint / Finish
Outstanding Japanese Import	Outstanding Body Work
Outstanding European Import	Outstanding Female Ride
Outstanding Domestic	Outstanding Sport Bike
Outstanding Truck / SUV	
PERFORMANCE AWARDS	AUDIO/VIDEO AWARD
Outstanding JDM Theme	Outstanding Sound
Outstanding EDM Theme	Presentation (Fabrication)
Outstanding Performance	Outstanding In Car
Themed Vehicle	Entertainment (Fabrication)
SPECIALTY AWARDS	VEHICLE PRESENTATION
Outstanding Undercarriage	Outstanding (Lighting) Display
Outstanding Interior	
Outstanding Vinyl Graphics	CLUB / TEAM AWARDS
Outstanding Air Brushing	Outstanding Club/Team
Outstanding Engine (visual)	Participation



CLASSIFICATION

The following is the breakdown of how the F4 Challenge team of experts will classify each vehicle for competition. If you have altered 9 or less of the follow 17 segments you will be placed in the F4 Challenge Amateur Class and if you have modified 10 or more of the following 17 segments you will be placed in the F4 Challenge Experienced Class.

EXTERIOR CATEGORY

PAINT

- pin stripping, complete or partial paint job on parts other than aftermarket accessories

BODY OR LIP KIT

(COMPLETE KIT OR MISCELLANEOUS ITEMS)

- Front bumper, side skirts, rear valance, hood spoiler, and or wing

EXTERIOR BOLT-ON

- Hood, trunk or hatch, mirrors, graphics, exchanged headlights and taillights and other bolt on accessories

CUSTOM EXTERIOR BOLT-ON

- Modifying of any factory or fabrication of bolt on components for exterior use
- Carbon roof, one-off fender flares, metal wing, headlight or taillight conversions

MOLDING, SHAVING CHOPPING

- modifying the factory body lines

INTERIOR CATEGORY:

INTERIOR BOLT-ON

- Seats, harnesses, steering wheel, pedals, shifter

CUSTOM INTERIOR BOLT-ON

- Modifying of any factory or fabrication of bolt in components for interior use

SUSPENSION, BRAKING AND

HANDLING CATEGORIES:

SUSPENSION COMPONENTS

- Springs, shocks, struts, coilovers, air ride, hydraulics

HANDLING COMPONENTS

- Strut bars, sway bars, anti-roll kit, trailing arms, sub frame connectors

WHEELS AND TIRES

- Aftermarket wheels and tires

BRAKES

- Rotors, calipers, big brakes, steel braided brake lines

UNDERCARRIAGE UPGRADES

- Paint, shaving, panels, lighting, one-off frame

AUDIO / VIDEO CATEGORIES:

AUDIO UPGRADES

- Head-unit, speakers, subwoofers, amplifiers

VIDEO / ENTERTAINMENT UPGRADES

- TV's, video game system, computer, rear view camera, navigation

ENGINE:

PERFORMANCE UPGRADES

- pulleys, intake manifold, exhaust, headers, forced induction (turbo kit, supercharger, ect)

MOTOR SWAPS

- K, H,B-series, RB25, RB26, LS1, LS2, LS6, LS7, SR20, ect.

AESTHETIC UPGRADES

- Valve cover, shaved engine bay, wire tuck, panel covers, chroming and polishing

WHAT ARE THE EXPERTS LOOKING FOR?

EXTERIOR BODY MODIFICATIONS

Experts are looking for modifications that make your ride unique, that make your car different from every other they examine. When reviewing a car, experts base your score on the upgrades you made and the workmanship put into each of those upgrades. They are looking for all kinds of modifications from your basic bolt on upgrades as aftermarket headlight, mirrors, and body kits to more complex alterations as full metal wide bodies and chop tops. Experts will also check all seams and body lines to ensure that everything lines up. When checking a vehicle's shaved items, they will look for any metal or bondo work that was done to cover up resulting holes. If your moldings, emblems, key holes, gas caps or any other section you shaved are showing imperfections, deductions will be made for poor craftsmanship. All modifications are expected to look as if they came from the factory that way. Extra holes from previous hinges, unfinished metal, exposed or extraneous wiring will all result in deductions. All mounting

hardware should be hidden and out of sight when possible too. A vehicle that has a fully molded body kit would earn more credit than a vehicle that has a bolted, screwed, and / or taped body kit. When experts are examining your body modifications they will also pay close attention to the material from which your body kit and fenders are made. If your car is equipped with a full metal wide body kit, and or metal flared fenders, you will earn more credit than a car with a bolt on fiber body kit, including wider fenders.

With that said it is super important to make sure that your car is presentable at all times. This does not mean that your car not only needs to be spotless, but the fit and finish work of your car is incredibly important too. Experts know what builders go through to get their cars ready for a show, and they also know that getting your body kit to fit right is something that you should check before you hit the show floor. Some owners like to bolt their bumpers on at the show, and if that is the case make sure that your bumpers line up as they would if your car just came off of the

assembly line. It is very important to remember that more is not always better. Just because you are rocking a custom ten piece body kit, does not mean you will necessarily earn more recognition than the guy with a four piece body kit. Just because you have more pieces doesn't mean more credit; if your new pieces do not line up correctly that will end up costing you rather than benefiting you. The ultimate goal is to have all your modifications installed in a manor in which they might be mistaken for stock OEM equipment. Ideally, this means that all body panels are perfectly matched in color and paint is better than OEM quality. All hardware should be of OEM quality or better and gaps between panels are even throughout. Some people purposely try to make their cars seem like they are over the top so people will realize that the car has been altered. If you do decided to go the radical and over the top route, make sure that your body work is clean and crisp like the milder looking vehicles. Experts will observe your car from all different angels and in all different lights, ➤



if you decided to paint your car, bumpers, fenders, hood, truck lid and / or doors, make sure that everything matches and that your doors are not a different color from your fenders. Experts will admire that you upgraded your parts and painted them, but if your doors look like they are dark red and your fenders light red, you can count on the experts remembering that.

Being unique and different can distance you from the competition. With the help of the internet just about anyone can get any part now days. Do not think that the experts don't know that, they do. It is becoming more and more difficult to find rare and unique parts that can and will separate you from the competition, but if you do find them, you will be rewarded. There is nothing that a expert loves more than seeing a new part for the first time. If you have something no one else has you're starting a step ahead of your competition. Uniqueness of products does not only entail to parts you can buy, but also to parts you can fabricate. If you don't want to go out and purchase a rare body kit or set of fenders, why not have a shop fabricate full sheet metal ones

for you? If you don't want to run a high price tag front bumper, why not customize yours. Experts love to see rare, hard to find parts, and even more they love to see those parts customized with your own style and flavor.

Custom fabrication is the true name of the game and experts go crazy for seeing custom one off work. It doesn't matter if its custom fabricated front bumper, all metal fender flares, or a crazy aluminum rear diffuser, if you are the only one with it, you will score extra credit. If you show an expert how your car is different from a competitor with your same make and model, and you can show them how you custom fabricated a certain piece, they will admire your work and creativity. One off customizing is all about you and making your ride different and unique compared to the guy sitting next to you on the show floor. A truly custom part is something that can't be purchased, can't be ordered and can't be found at a retailer. Custom work or "one-off" parts are designed for a vehicle's specific need. "One-off" customization is the way to show the experts that you put forth the time and ef-

fort to stand out from the rest of the competitors.

PAINT

It is vital that a show car's paint is clean. Experts are looking for swirls, streaks, dirt, dust, fingerprints or anything that impedes the finish of the vehicle. All paint jobs should be properly detailed. All painted areas should be equally detailed, including the engine bay, door jams, trunk jams, the underside of bumpers, side skirts, and all other areas. It is vital that your paint matches and that it doesn't look blotchy. Experts can pick up right away if a front bumper is a different color then a fender. If you go all out and perform a color change, make sure that all your panels match. Another important factor that is often over looked is orange peel. Builders will go through all the trouble to do a complete color change, but they start out strong and finish weak. Experts will be looking for imperfections like tape lines, over spray and fish eyes. Make sure that the paint shop wet sands and buffs properly. The finishing touches make or break the finished product, and the way your paint job appears is huge from an expert's perspective.

If your car remains the stock color but you decide to paint your body kit the experts will make sure that the entire kit is painted and that certain areas aren't over looked, example being the underside of the front bumper. If you decided to do a complete color change, complete being the operative word, experts will make sure that your door jams, engine compartment, under the hood, behind the door panels, moldings, and trunk section are all painted the new color. The experts are not just looking for cool new colors or schemes, but they are also concentrating on the execution and completeness of the paint job.

A paint scheme is all about being original and setting your car apart from the competition. An expert wants to see creativity and diversity. If you decided to repaint your ride, make sure that you get your bang for your buck. You may consider a paint color or scheme that may make you stand out a bit. Whether you are into solid colors, two-tone or even three tone paint jobs, make sure that your car fits your personal taste. Besides different schemes you also may choose a not so common paint finish. You can do candy paint, you can add flake or metallic

to your custom color, you can even decided to go with a dull flat color; there no rules here anything goes. Experts are also looking for little details to your paint scheme that will set you apart, such as custom pin stripping, gold leaf, or silver leaf. Incorporating these into your paint scheme can score you extra credit. If you decided to go this route it is very important to remember to bring your strips and leafs into your door jams and other areas where needed. If you just pin strip the exterior and not the jams, it will appear as though you only did half the job. Don't give an expert a reason to deduct credit for your hard work, make sure you finish the job you started to the fullest.

ENGINE

Besides the exterior of your car, the engine compartment screams for the most attention. If you have a detailed and clean engine bay you will win the experts over. Just like the stomach is a way to a man's heart, the engine bay is the way to an expert's heart. Make sure that your engine bay is presentable and that no matter where an expert touches there is no grease or dirt. Experts love to tell people that an engine

bay is so clean that they can eat off of it. You need your engine bay to be that clean as it can only help you not hurt your overall score. It is also recommended that if your engine is equipped with an engine cover, it would be in your best interest to remove it while being examined. Allow the expert to see that you really prepped your entire motor and not only what can be seen. Cleanliness is just as important as the modifications. If you spend thousands upon thousands of dollars upgrading your performance parts, it does you no good on the show floor if your engine looks bad and isn't fully presentable. No expert wants to see a custom turbo set up covered in grease and rusty. So make sure to take your time and detail your engine compartment just like you would the exterior of your car.

If a competitor's hood is not open, the expert will consider the engine bay to be stock. So the first thing that we recommend is you leave your hood popped open after you have finished detailing and cleaning your engine compartment. If you are competing there is no reason to close your hood after you have spent hours getting your engine compartment ready for the experts. ➤



If competitors are displaying their engine compartment, experts are looking at many different attributes. Experts are looking for performance parts that are functional; they are also looking for name brand products that have a proven track record. Experts know how important a well built engine is, and they can tell if you took the cheap road getting any imitation parts, instead of the real thing. Experts also look for custom modifications, like intercooler piping, relocating your turbo, custom manifolds and down pipes. These examples of engine modifications will increase your credit in the experts' minds.

Wiring and hoses will be checked for tidiness and coordination with the rest of the car. Experts know that if you go to the trouble to make your show car a "go car" that you will have all your loose ends tied up. Not only will you have the top performance products, but also all your hoses and clamps will be correctly tightened as if you drive your car on a daily basis or take it out on the track. The quantity and performance aspects of modifications will be noted, and additionally, all modifications will be checked

for proper fit and installation. Modifications such as forced induction, engine swaps, and other custom work will be rewarded more credit than bolt-on components. If you do anything custom or do a motor swap, make sure to let the experts know that and provide documentation where possible. If you have to make custom motor mounts or relocate your engine an inch or so over to accommodate your new parts that is vital information that needs to be shared with the experts. A step by step picture book of the engine build, and purchase documentation can be a great asset to prove modifications that the human eye can't see. If you do something custom and the install wasn't as easy, you need to let the experts know that. Functionality will also be kept in consideration, as all cars are expected to be fully functional (televisions under the hood will be rewarded as I.C.E., but will hurt the engine modification category if they get in the way with the proper operation of the engine). The engine compartment is meant to be for your motor and your performance accessories. If you want to bring ICE into your engine bay we recommend that

you do it in a subtle and tasteful manner. Once again more is not better when it compromises another section of your car.

Experts will be looking at the accessories you have installed to your stock or swapped out motor. If your car is naturally aspirated experts are looking for things such as intakes, filters, throttle bodies, headers, intake manifold, cam gears, and so on. If your car is boosted the experts will be looking for things such as upgraded turbo (did you convert your motor from a twin turbo set up to a single turbo), intake manifold, turbo manifolds, waste gates, blow off valves, intercooler piping, stand alone ECU's, custom harnesses, and so on. Smaller details such as an engine dress up kit, anodized bolts, hood props, radiator covers, aftermarket or painted valve covers, chrome or anodized accents can all earn you credit too.

Credit is also rewarded to those individuals who go out of their way to make their car unique. The experts respect ingenuity and creativity in modifying a car, and want to reward those who have one-off, imported products which can not be purchased by the aver-

age consumer. Products that took time, research and work to be imported into the country will be rewarded. Uniqueness of product and custom fabrication go hand and hand when an expert is looking at your performance upgrades. Experts love to see rare parts, impressive parts, and most importantly clean and custom fabricated parts. If your car is equipped with a drag specific intercooler or a part from overseas experts will take notice. Finding a rare part for your engine compartment is just as important and time consuming as finding an ultra rare set of wheels.

A truly custom job is something that can't be purchased, can't be ordered and can't be found at a retailer. Custom work or "one-off" parts are designed for a vehicle's specific need. "One-off" customization is the way to show the experts that you put forth the time and effort to stand out from the rest of the competitors. Experts will take notice if you had all your intercooler piping bent a certain way, compared to if you just used piping from a bolt on turbo kit. Experts love seeing custom fabricated pieces like new motor mounts, a bracket

for your blow off, changes that they don't see on a regular basis. If you want to score extra credit and really blow away the experts take your time when designing and laying out your engine compartment.

DRIVETRAIN

Upgrading your drivetrain not only serves a purpose if you are building a track or performance oriented vehicle, but also if you are building a show vehicle with performance oriented modifications like a motor swap, turbo kit, or supercharger upgrade. Since most of the drivetrain items are not visible for the experts to observe, the F4 Challenge staff highly recommends that the owners have photos and receipts of the modification made to the vehicles drivetrain. The experts will evaluate whether you installed a short shifter for quicker shifts, upgraded shifter bushings, if you changed out your internal gears in the transmission for desired racing, drag, or time attack. They will question if you changed your transmission gears to straight cut (dog box) gears for extreme power applications. Other drivetrain modification that the experts will look for will

include but are not limited to upgraded half shafts for better durability in high horsepower applications, replaced drive-shaft for added strength and/or reduced weight, and upgraded differential(s) for better power application to the ground. They will also check to see if you upgraded clutch to a puck or multiple disks for better power handling, if you changed the rear ring and pinion for a different gear ratio, if you swapped your transmission set-up from a 5-speed to 6-speed, if you swapped out your hubs from a 4lug conversion to a 5lug set-up, if you upgraded your ECU for automatic transmission, if your torque converter was upgrade for automatic transmissions, if you added a transmission cooler for better transmission durability, if you cryotreated your gears for better strength or you if upgrade you transmission fluids for better shifting.

Even though most drivetrain modifications aren't visible to the human eye that does not mean that the experts will overlook those modifications. The F4 Challenge criteria are all about fabrication, fitment, and most importantly in the case of the drivetrain form and function. ▶



CHASSIS PERFORMANCE

Experts will be checking your braking system upgrades to see if you upgraded your calipers, rotors, brake lines, brake pads and master cylinder. Experts will also take notice if you are running a two piston, four piston, six piston or even higher piston caliper. They will notice what size rotors you are running, and if they are just stock replacement rotors or if they have been upgraded. Experts will also take into consideration if you are running a cross drilled rotor, a slotted rotor, or a cross drilled and slotted rotor. Conversions from drum-to-disc or from a stock caliper to a larger or aftermarket caliper will all receive credit. Bigger brakes and more extensive modifications will receive more credit. If you have a certain vehicle for which rear brakes aren't readily available and you have custom brackets made extra credit will be rewarded. Some extreme brake systems may include racing pedals master cylinder deletion and or twin caliper set ups.

All aspects of the suspension will be examined by the experts, strut and spring assembly, sway bars, bushings, control arms are just a few of the components

they will examine. Coilovers will be rewarded more than a spring-strut replacement, and a fully-adjustable suspension will be rewarded more than Coilovers. Air suspension will be analyzed on a situational basis, as some air suspension systems are actually more aggressive than some coilover assemblies. Once again, rarity of product will be taken into account, with imported suspension or custom spring rates receiving more credit than their off-the-shelf counterparts. Your suspension doesn't have to end with Coilovers and sway bars. Take into consideration moving your shock towers and building custom control arms. If you can custom fabricate something to your suspension that is unique and different you will be rewarded on the score card. Make sure to explain to the experts what you have done and the reason that you went that route, again back up data such as build pictures are great if possible as validation to your hard work.

WHEELS

If you show up to a show and an expert finds mud or dirt on your wheels, you will automatically be deducted credit. Make sure that you thoroughly clean the outer and inner barrel,

the wheel center, and the nuts and bolts. Experts make sure that the entire wheel is clean from front to back. In addition to the physical appearance of the wheel, consideration will be taken for the technical aspects. Offset, bolt patterns, fitment to the wheel wells and body lines, surface finish, and coloring will all be taken into account. Turning radius will also be considered; wheels which "rub" on the fenders and don't allow for a complete turning radius or cause premature tire wear will lose credit in this category. When ordering your wheels be sure that they are the right fitment and offset of your car and your body modifications. If you decide to make your car wide body or add fender flares, experts do not want to see a 7" wide wheel. Make sure that your wheels fit your fenders. There is nothing more disappointing than seeing a beautiful wide body car with wheels that are the wrong width. Wheel width can go both ways too, just because you make your car wide body doesn't mean that you will be able to run 13" wide wheel either. You need to make sure your wheels are appropriately backspaced and offset to properly fill your wheel wells.

Experts understand that achieving the perfect balance between form and function requires a lot of thought as every builder's goals are different for their vehicle. Attention to detail is the perfect offset of the wheel. Experts understand this is a time extensive and meticulous process to achieve that perfectly engineered stance.

There are a few things the experts love to see when they are looking at wheels on a car. One of the first things an expert will notice is how rare a wheel set is. If you are rolling on a set of wheels that no one else has or a wheel that an expert has never seen before, that is a great thing. Besides rarity, experts also like to see you take a custom built wheel and add your own personal style and flavor to it. Just like pin stripping a car, you can do the same thing to your wheels faces or lips. Painting, anodizing, or polishing your lips, centers or bolts can also score you extra credit. If you really want to blow the experts away, find an ultra rare wheel set or take your fully custom built wheels and add your own color scheme or texture to the completed finish. Most importantly wheels are supposed to compliment the overall look of the vehicle.

TIRES

Stock tires are not going to cut it at a car show. If you upgrade your wheels, experts expect you to upgrade your tires. When looking at your tires there are a few things that experts take into account. Experts will make sure that the tire sizes match up with the widths of your wheels. If you are running the incorrect tire sizes and your tires don't look like they fit your wheels, the experts will notice. If it fits and looks great the experts will reward you for the effort and time you put into making it all work.

Experts will also take into consideration if you are running a performance tire compared to an all purpose tire. Once again the theme of your car comes into play. If you are building a performance machine and your car is equipped with snow tires, the experts will notice. Experts also take into consideration if you go out of your way and import a set of tires. If you do import a set of ultra rare tires for your import, chances are your tire credit will reflect the extra effort. There are several ways to increase your score, but there are also ways to decrease your credit. If your tires are bald or have chunks missing the experts will deduct credit. Just because you have

a set of rare tires, doesn't mean that they can be falling apart.

INTERIOR

A show vehicle should be immaculate when presented on the show floor. Any imperfections will be deducted from your scores. All interior pieces should be properly cleaned and detailed. This includes air vents, all carpeting, ledges, and all other nooks and crannies. Trunk or hatch space will be included as part of the interior score, and will be inspected accordingly. Experts will not ask a competitor to open their trunk, so just as important as it is to have your hood open, if you want to show the experts your trunk compartment, make sure that it is open at all times. If you have a truck compartment full of cleaning supplies and junk, we recommend that those items are cleaned out before judging beings. If a competitor chooses not to show their trunk, the experts will remember.

Having an equal balance between quantity and quality is what the experts are looking for. More is not necessarily better. If you decided to install fifty gauges in your cockpit, there better be a purpose and reason for ➤



Guide to Success

car properly, if the radical look is your preference go for it, and remember that all elements discussed above are crucial to your car but build your car with a theme and purpose that flows properly.

Electrical system modifications not related to your audio and or video system will also be evaluated. Modifications such as wire harness, chassis wiring harness (Interior harness) battery relocation wiring, wire gauge upgrades and for the extreme builder wire tucks will all be inspected.

OVERALL PRESENTATION OF VEHICLE TO EXPERT

First impressions, this is the key when it comes to presenting your car at a car show. When an expert walks up to your car he wants to be blown away, he wants to take a step back and say wow. If you can accomplish that with your presentation you are in great shape. Remember that when you layout or design your display, that it doesn't over power your car. Presentation is important, but nothing is more important than the car itself. If you have too many distractions, that will cause the expert to focus on other areas besides your car. When getting your

car ready at a show take into consideration what the experts are thinking. Is there a display set up to attract attention to the vehicle? Does the display accent the car and its modifications, or was it simply propped up to take up space? Does the competitor incorporate the vehicle's theme into the display? This is very important. If you built a performance car make sure that your theme goes with the overall feel of the car. Bring out an extra set of tires, a tool box, take off your hood so your engine compartment is visible at all times. If you built an audio car consider bringing out speaker and amp boxes, maybe bring out a turn table. Experts love to see creativity when it comes to displaying your ride. We recommend doing a signage board with a list of your modifications. This way in case you forget something or the experts don't catch it themselves, they can take a look at your signage board and get the information they are seeking. Doing a photo album with the build-up of your car is also a great idea. This can be used to show the experts all the custom work that went into your ride and can also help validate any internal motor

work that you might have done to your ride. A dyno sheet or time slip from a track is also great validation to prove the abilities of your ride.

Be different, be unique. That is what being original is all about. This counts for your ride and also for your display. Just because the guy next to you is using neon lights, flames, and 42" plasma screen, that doesn't mean that you have to. Think of clever and creative ways to better yourself, as we have said numerous times more is not better, but being creative and original can take you much further. If you go out of your way to build a top show car, your display should match your ride. You want your display to bring people closer to your build. When an expert takes a step back and looks at your display he is thinking, does the display make the vehicle stand out? Is it unique and thoughtful? Were any props used, hand-crafted or custom made, or were they purchased at a store?

Build your car for yourself first but if you do decide to compete in the F4 Challenge at least now you know exactly what the experts are looking for. Good Luck!

SPECIALTY CLASS DEFINITION

STYLE / THEME AWARDS:

Outstanding JDM Theme

A vehicle that is truly converted from US to JDM styling. The vehicle must have a true JDM cosmetic exterior and interior conversion. A vehicle that has JDM aftermarket parts true to past or present trends set by car enthusiasts in Japan should follow a theme. Interior and exterior JDM aftermarket parts should serve to enhance the vehicle's functionality.

Outstanding EDM Theme

The ultimate EDM vehicle is the embodiment of form and functionality. European manufactures provide the intricate parts which go into molding these vehicles. Often these parts are extremely rare. Frequently custom work is required in modifying an EDM project, due to the difficulty in locating aftermarket parts for these cars. The exterior of such vehicles are often full of subtle modifications which require detailed workmanship, and the interior of these vehicles require attention to the tiniest detail. When modifying an EDM project, one word comes to mind, clean. Clean does not refer to the cleanliness of the

vehicle, but to the way the vehicle has been put together. Wild modifications are not often seen, rather modifications which fit the original form of the car, yet require an immense amount of work, are more commonly related to an EDM.

SPECIALTY AWARDS:

Outstanding Undercarriage

To compete for an undercarriage award, the vehicle should be elevated on stands or ramps. Mirrors should be placed under the vehicle, to display undercarriage modifications. Undercarriage detailing such as painting, powder coating, polishing and / or chroming, are all factors as well as, sway bars, urethane suspension bushings and other chassis stiffening modifications will be considered too. Any other creative ideas that can enhance the undercarriage will also be taken into consideration.

Outstanding Interior

This award is presented to the person who has customized their interior following a specific theme. Interior themes could include a JDM theme, which will consist of many rare parts from overseas or show car theme which may include lots of fiberglass to hold audio and video

components. The use of exotic materials and original ideas will also be taken into consideration for this award.

Outstanding Air Brushing

Quantity of airbrushing will not win this award; rather design and uniqueness will play a major factor as well as quality of application, shadowing and the amount of intricacy involved in the art will determine a winner in this category.

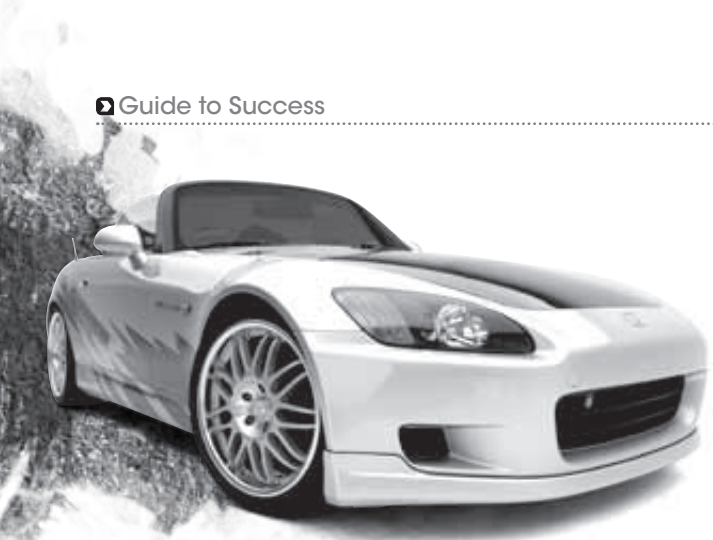
Outstanding Vinyl Graphics

Quantity of vinyl will not win this award; rather design uniqueness and quality of installation are of interest to experts. Are multi layers used with different colors? Does the vinyl wrap into the door jams and moldings? Is the vinyl peeling or are there any air bubbles? Do the graphics match the theme of the vehicle?

Outstanding Engine (Visual)

This category experts the presentation of the engine, which includes polished / chromed parts, powder coated parts, color coated hoses, and most importantly the cleanliness and presentation of the entire engine bay. Such factors as wire tucks and shaved engine bays will also play a determining





factor, your Engines performance abilities have no bearing in this category.

Outstanding Paint and Finish (workmanship)

This is awarded to the car that has the best quality paint job i.e. no chips, orange peel, dull spots fading, etc. The paint should have the cleanest finish of any vehicle on the show field. The paint must be finished throughout the entire vehicle including the door and trunk jambs and of course the engine bay. The paint color and quantity of colors is not a factor for earning this award.

Outstanding Bodywork (workmanship)

Is awarded to the car with the smoothest body work. If moldings were shaved or seams were filled, there should be no visible lines or waves in the body. Headlight and taillight conversions should look stock. All the bodywork that is done to the car should look factory.

Outstanding Female Ride

To be eligible for this award, the vehicle must be driven into the venue by the vehicle's female owner, and the car must be registered for the show under

her name. It is also IMPERATIVE that she presents her car to the expert at the show. Experts are not only examining the workmanship that went into the vehicle, but we are examining her knowledge about the vehicle too.

AUDIO / VIDEO AWARDS:

Outstanding Sound Presentation

This is awarded to the person with the cleanest, most customized stereo install. This includes speakers, head-units, amps, and overall installation of the stereo equipment. It's not the quantity of equipment, but the quality of the install that concerns the experts. Does the install include custom fiberglass painted enclosures? Are the components highlighted with lighting? Are all wires neatly wrapped up and out of sight? Does the overall fabrication and custom work match the car's theme? The creativity and uniqueness of installation also plays a large factor in deciding this award.

Outstanding ICE (In Car Entertainment)

ICE experts non-stereo equipment. Some examples of ICE would include: multiple TV's,

gaming systems, computers, navigation, cameras, and interior lighting. Most importantly experts are looking for unique features, such as unusual locations for televisions, hidden gaming systems in armrests, multiple screens with multiple functions, and smooth clean installs.

DISPLAY

Outstanding Display

This award goes to the owner of the car who has the most creative display. The display should match the theme of the car being displayed. Some display techniques would include removing one rim to display suspension, carpet under the car, tiles, mirrors, modification board, trophies, and any other items that would create a unique look for the car on the show field.

Outstanding Lighting Display

This is awarded to the vehicle with the most detailed exterior lighting display. Exterior lighting would include: spot lights, rope lights, neon, strobes, track lighting, and any other lighting equipment to enhance the exterior presentation and display of the vehicle. It is not the quantity of lighting, but rather how the lighting is used to better the presentation of your vehicle,

that will earn you the chance to win this award.

TEAM AWARDS:

(All Vehicles must meet the minimum F4 Challenge standards for showcasing in order to be eligible for inclusion as a team member, which is that each vehicle participating must include a minimum of five modifications.)

Outstanding Club/ Team Representing

(Professionalism of the club / team members and how they represent themselves and their cars at the show) - Club / team members should be at the show for its entire duration. All vehicles should be on display for the entire day. The members should be wearing club attire, such as: t-shirts and / or ball caps. This award is for the club / team who entertains the crowd for the duration of the show, with such features as: music, lighting and interactive activities to keep the crowd drawn to your organizations vehicles. For a team to be eligible for the Best Club / Team Representing award, there must be a minimum of 5 team members competing and at the event. (For a team to be eligible for the Best Club / Team Rep-

resenting award there must be a minimum of 5 team members competing and at the event.)

HOW TO GET SPONSORED

You regularly hear the talk, enthusiasts wondering how other competitors landed such a wide variety of sponsors for their rides. What you will read over the next few pages is a set of guidelines on how to put together a detailed proposal, showing you what may captivate a prospective sponsor's attention. We will provide you with all of the ingredients for picking up sponsors.

The first thing that you will need to decide is which companies you wish to work with, and what products you need or want to feature and display on your car. It is important that you look at all of your options and write them down. Once your list has been made, you can begin working on your proposal, line item by line item. It's important to remember that when you make your proposal, make it professional, flashy and unique. The top industry manufacturers receive a considerable number of proposals on a weekly basis, so you want your proposal to be noticed and to end up on

the marketing director's desk and not in the pile of "possible sponsorships". You want your proposal to make a statement; you want it to catch the attention of the reader and for it to make a difference.

So with that said, what exactly is a company or marketing director looking for in a proposal? If you can answer this question, you are off to an excellent start. If you can't at this current moment, you have come to the right place. Having a unique and well built car is only the beginning. Obtaining the attention of a proposed sponsor is another matter altogether.

When putting together a proposal, there are several key items to keep in mind. Never tell any company about your future plans. Instead, inform the company only about your car's current modifications. Companies do not want to hear about future plans, because they know that nothing in the future is ever guaranteed.

Many people assume that the longer the length of the proposal, the better. This is a misconception, and not necessarily true. Proposals of longer length are not always good, and sometimes not what the potential sponsor is looking for. ➤



In fact, because of the length, the marketing director may not fully read through your entire proposal. Companies are looking for proposals that are interesting and to the point. Marketing directors do not have the time to read through proposals that are 20 or 30 pages in length. Limit your efforts to 5 or 10 pages of pure information that should suffice to getting your message across.

Making your proposal stand out should be one of your main objectives. Your proposal should make a strong and direct statement to whoever is making the final decisions. Catchy, to the point and detailed is what can easily make or break your proposal, especially if the proposal is sent “cold”, meaning that the company doesn’t know you or hasn’t worked with you in the past. If you have a relationship with the company going in, then it will be far easier to get your point across, based on the information that you have received from previous conversations.

When asking, Adam Carpenter of One Lug Wheels his perspective on sponsorships he gave us this insight: “Another important aspect in acquiring sponsorships is showing

potential sponsors that you are knowledgeable in the industry and that you are a person that sponsors can rely on to market their product. If you are new to the industry, don’t get cocky because of who you are around. Be patient and gather up all the knowledge that concerns your vehicle and your potential sponsors’ product, so when push comes to shove you are able to deliver solid information and impress the sponsors. Professionalism and experience is vital in this industry, no industry figurehead has made it there overnight – many of these people have been doing this for close to a decade!”

Every company wants to see a return on its investment in its potential relationship with you and its products. If the company sees that you can provide maximum exposure, you are most definitely an asset to their company. Companies are looking for determined, hard working, and dedicated car builders and designers. They also want to see guys and gals that don’t mind to travel, and attend as many shows as possible throughout their regions. The more shows that you and your vehicle attend, the more exposure the company will get for its product

donation. For many companies, depending upon their size and other show commitments, your car could be considered one of their demo/show vehicles. This will give the consumer the opportunity to see your car featuring this certain manufacturers’ product. Being a company’s demo/show vehicle can be a huge accomplishment for an enthusiast, but with that also comes the added pressure of living up to your expectations and promises.

This is very important to remember; being sponsored by a company is very similar like working for them. You will be their representative at all the shows, races and events that you attend. You will be talking to the end consumer and answering questions about the products that you have installed on your car. A company is looking to sponsor individuals that can obtain magazine exposure, someone who can speak properly, and be a good example at events. The best advice we can give you is to not curse, be professional, be polite, and most importantly be yourself. Consider this process like you are going for a job interview for the company that you are approaching for sponsorship.

Put serious time and effort into your proposal and presentation and you will see it work for you. Make sure that you include a detailed show schedule for the upcoming season.

Another important thing to remember, never send an e-mail to a company asking for free parts or sponsorship. This is by far the most impersonal way to present yourself. The majority of the time marketing directors are so busy that they don’t get back to your e-mail or your e-mail is simply deleted. The best case scenario you can hope for with an e-mail is that it’s placed in the sponsorship folder. If you want to make a good first impression, take the time to put together something tangible and actually mail it in. Another good tip is to send your proposal priority mail; this makes a great impression and shows that you are serious about getting the proposal to the company in a timely fashion. If you have any hope of succeeding, do it right from the start. We have heard of tons of “nice” people with really great cars, but their proposals were mediocre and downright weak.

A classic example of a weak proposal is a couple of black and white pages stapled to-

gether at the top corner. This shows the company that you put very little time and effort into your proposal. If your proposal takes you all of five minutes to put together, chances are the marketing director will look at it for maybe one or two minutes, if even, and then put it aside. The more effort you put forth into your proposal, the more attention you can expect it to receive from the recipient. Make sure that your proposal is professionally presented in a nice folder or binder. Imagine yourself in the marketing director’s shoes, what would you want to see come across your desk? What would you want to see in your hands? Once you can honestly address the situation, you can assemble your proposal accordingly.

We asked Nick Noonan CEO of GlowShift Gauges, what he looks for when a proposal comes across his desk. Nick told us “that a proposal should be looked at on the same level as a job resume. The individual should be able to sell himself on paper. A nicely written and laid out proposal always stands out above the rest. It also needs to contain key elements such as photos of the vehicle, what events the vehicle

will be attending, and of course the amount of exposure it will receive. If it’s a new project, a rendering of the finished product should be included. Successful past projects and established individuals make my decision making much easier. Here at Glow Shift we steer away from very simple email proposals or people that say they are new to the scene and have no money. People like that are simply looking for a hand-out. Individuals that have to ask what a proposal is do not have what it takes to successfully represent the company.”

THE PROPOSAL

A great proposal has several key ingredients. There are certain items that you must include in your presentation. For starters, the cover page is very important. The cover page is your first impression to the reader. When the potential sponsor sees your cover, it has to scream “WOW”! On the cover page you want to include a nice bright color photo of your car or rendering. You also want to include “To” and “From” headers. If you are associated with a strong, known crew, putting your team logo on the cover page can also make it more appealing. ➤



Next we come to what makes your proposal, the meat and potatoes: the introductory letter. In the introductory letter is where you write a paragraph or two telling the company about yourself and the current project that you are working on. The introductory letter is where you want to “sell” yourself and your project. You want to show the company marketing director that you are determined and ready to work for them. Let them know why you and your car will be a good asset to their company. After finishing these keep steps it’s time to move on to the next part of your proposal

The next page should include some of your insights into our industry. Let the company know what you have to offer them. Remember, the company needs to see something interesting, something that only you or your vehicle could provide. Make it loud and clear that you can give the company something in return for its product donation. Explain the sponsorship opportunities that you have to offer and why it would be an advantage for them to team up with you. Make sure you let the company know what events you are planning on attending,

where you are going to be traveling to (dates, location, type of event) and of course the magazines and websites that you are going to be working with, or at least are planning to contact in the near future.

Companies like to see this because it will show reasons to work with you. Be sure not to commit magazine coverage unless you have previously set something up, as many of these marketing directors contact the magazine editors to inquire about specific commitments that you have promised. If you have overcommitted and the magazine editors say “no way” or “we have never heard of that guy or gal”, your proposal will instantly lose all credibility.

Never come straight out and tell a company you want something or you deserve something. Offer your support by promoting the product. Ask whether the company has a new product or products that they would like to promote on your car. You do not want to come across as greedy or ignorant. Make sure that you imply that you want to help the company to the best of your abilities and that you are willing to promote their products on your behalf. Marketing directors

will love to hear things like this because it shows that you are a team player. Here is another big blunder; never use the word “sponsorship” when talking to a marketing director. The word sponsorship comes across as free to many marketing directors. You have to remember that these companies want something in return for their product donations, such as magazine exposure and event exposure.

Next you must write a detailed list of modifications that have you done to your car, AKA a spec sheet. This will show the potential sponsor what you have done to your car thus far. Include in your breakdown a list of your exterior, interior, engine compartment, suspension, wheels and tires, audio set-up, all custom work, and anything else that you feel is important for the company to know. This will show the marketing director just how much time and money you have already invested into your car. It will also demonstrate what you can do with certain products and how the company’s products will fit in with modifications that you have already done to your car.

There are a few ways of putting together a proposal,

depending on how far along your car already is. The first plan is appropriate if your car is already built and you would like to add some cool new parts to it. Some good examples would be a set of Falken tires, a audio video set-up from Crossfire Car Audio, an ID-Tuning strut bar, some Ignited HIDs, Bell Intercooler front mount intercooler, or a set of Koni 3piece wheels.

Another plan would be appropriate if you are working on a new project vehicle and you would like assistance from a certain company during your

build-up. This plan is directed more towards a builder or designer who has previously built or designed cars and can show examples of their past projects and accomplishments (magazine features, or photos of the cars at events). If this project represents your second, third or even fourth car, sponsors will feel better knowing that they are not jumping into something without knowing the builder’s qualifications.

To give you an idea of effective language to use in your proposal, here are a couple of

catchy lines that we have come across over the years:

“Your involvement in this project can help increase brand awareness in a huge, but cost effective manner.”

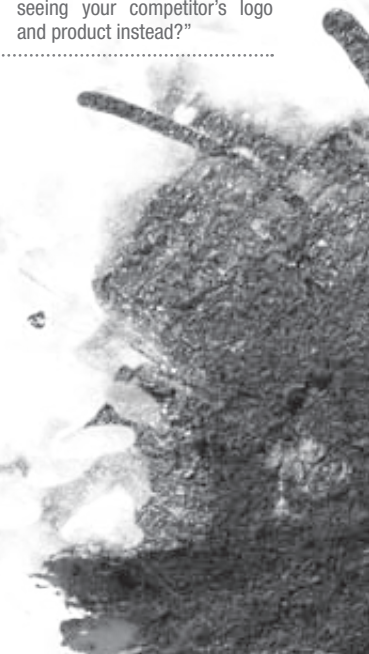
* “My project vehicle can help increase your sales by showcasing how your products make great show cars even greater.”

“So what’s worse than not having your company logo and product on my car? How about seeing your competitor’s logo and product instead?”

YOU’RE OBLIGATIONS

Once a sponsorship receives approval, don’t forget to contact the marketing director and thank them for their time and support. Always keep them happy and updated on all that you are doing and have already done for them. When a magazine feature comes out, make sure to e-mail or give the marketing director a call with the great news. Another great tip is sending them a hard copy of the issue with your feature, along with a thank you note. Also remember to document any other type of exposure that you receive with the car. This is something subtle, yet is often forgotten. Your efforts will show the company how appreciative you really are and how conscious you are about communicating your successes due to their products. Though many think obtaining a sponsorship is great there is much work to be done to maintain your relationship, and keep your sponsor happy and enthusiastic about working with you and your vehicle

Now that you have some insight as to what most companies and marketing directors are looking for regarding exposure and subsequent parts sponsorships, get to work and get yourself some sponsors! ☒





challenge
FABRICATION • FITMENT • FORM • FUNCTION

**PO Box 481
Mechanicsburg Pa 17055**

Visit us online at www.F4 Challenge.com
Email us: info@F4 Challenge.com

GLOWSHIFT™

PERFORMANCE GAUGES & PODS

GAUGE SERIES

GLOWSHIFT IS KNOWN AMONG CAR ENTHUSIASTS WORLDWIDE FOR PROVIDING RELIABLE, UNIQUE AND COMPETITIVELY PRICED AUTOMOTIVE AFTERMARKET PRODUCTS. THE COMPANY SEEKS TO EARN CUSTOMER RESPECT AND LOYALTY THROUGH AN UNWAVERING AND UNEQUALED COMMITMENT OF DEDICATION BY CONSISTENTLY PROVIDING PRODUCTS OF THE HIGHEST LEVEL OF QUALITY AVAILABLE.

MORE IMPORTANTLY THE COMPANY'S CORPORATE OBJECTIVE SOLELY REMAINS TO SUPPLY THE CUSTOMER WITH TRUSTWORTHY, INNOVATIVE AND AFFORDABLE PRODUCTS. FOR COMPLETE LINE OF PRODUCTS, PLEASE VISIT US AT WWW.GLOWSHIFT.COM

JUST RELEASED

WIDEBAND
AIR/FUEL
GAUGES

ELITE 7 COLOR SERIES



BLACK DIGITAL SERIES



BLACK 7 COLOR SERIES



GRAY 7 COLOR SERIES



WHITE 7 COLOR SERIES



PRICED AT
\$199.99

CALL TOLL FREE

1.888.GS.GAUGE

SHOP ONLINE

WWW.GLOWSHIFT.COM

DIE-CAST

RADIO CONTROL

CUSTOMIZING

TRENDS

LIFESTYLE

JADA TOYS

VIP 2.0



VIP CLUB

WWW.JADACLUB.COM/BB