

Key to the content of *Off-Road Business* is bringing you the hottest new products from various off-road vehicle-specific manufacturers. Beyond the standard press news, however, our Parts Counter section attempts to deliver a whole lot more.

While many of the following listings include basic product information along with an image, many manufacturers want to share more than basics. To that end, these companies also offer marketing tips, inventory suggestions, facts about their products' benefits to your retail line, and even margins you might expect. So for those looking for new products, watch here for the latest stuff. For manufacturers who wish to market new products that can truly attract retailers, installers or manufacturers and leverage your line, please forward the pertinent information to:

Off-Road Business
Nguyet Le Thomas
201 E. Sandpointe Ave. #600
Santa Ana, Calif. 92707
nlthomas@advanstar.com

Include a detailed product description, high-resolution photo, MSRP, dealer margin, marketing tip and company contact information. Please note, e-mail is the preferred point of contact.



A. KEEP GROUND CLEARANCE AND BED SPACE



Wilco Products' new TireGate spare tire carrier allows you to haul up to a 40-inch tall tire

while maintaining your trucks' ground clearance and bed space. This tubular-steel unit bolts directly into the factory-tailgate mount positions with no cutting, drilling or welding, and can be angled toward your truck bed. It also swings open for total bed access. The TireGate is constructed from a mandrel-bent, MIG-welded, 2-inch x .095 wall steel tube, powdercoated with black polyester semi-gloss and equipped with zinc-plated hardware and Grade-8 bolts. Its two latching pins are rated at 50,000 lbs. single shear strength, while a 3,000-lbs. safety cable fastens the wheel to the mount.

CONTACT:

TireGate
1035 S. Linwood
Santa Ana, Calif. 92705
877-945-2684
www.tiregate.com

B. GETTING MORE AIRFLOW

UMI Racing's LS2 90mm throttle body was designed with state-of-the-art 3D modeling software. Manufactured from A356 aircraft aluminum alloy and machined inhouse on the latest CNC machining centers, the throttle body features UMI's new, unique parabolic throttle-bore design, which virtually eliminates any "tip in" hesitation found in most big-bore throttle bodies, allowing more linear airflow. Featuring an air idle circuit that eliminates idle air whistle found in other aftermarket throttle bodies, this revolutionary throttle body combines performance and drivability. Designed to fit on the GM and LS2 aftermarket manifolds, the throttle body is also available with precision 4-inch wiggins

O-ring grooves to accept wiggins fittings for super-charged and turbocharged applications.

MSRP: \$549.25
DEALER MARGIN: 30%

CONTACT:

UMI Racing
7442 E. Butherus Dr.
Scottsdale, Ariz. 85260
800-275-1615
www.umiracing.com

CIRCLE 212 ON READER ACTION CARD **1** OR VISIT OFFROADBUSINESSMAG.COM

C. BREATHE NEW LIFE INTO YOUR ENGINE

Designed exclusively by LC Engineering for the Toyota 22R/22RE and 2RZ/3RZ engines, these quality, high-performance headers will breathe new life into your four-cylinder Toyota engine. The custom-type headers are built in the U.S. with 16-gauge, 304 stainless-steel tubing, exterior copper welds, 1/2-inch-thick steel flanges and are ceramic-coat-