

DEADLINE SCHEDULE FOR PRI PRODUCT FOCUS:

January	Camshafts	November 17, 2020
February	Suspension	December 17, 2020
March	Pistons	January 21, 2021
April	Race Fluids	February 18, 2021
May	Driver & Vehicle Safety	March 18, 2021
June	Cooling Components	April 15, 2021
July	Diesel Motorsports	May 13, 2021
August	Oil Systems	June 17, 2021
September	Off-Road	July 15, 2021
October	Crankshafts	August 19, 2021

ASSETS:

- Hi-res product photo (plus image of the product in use on a race car if possible)
- Hi-res company logo
- Product name
- Website URL
- Bullet points of technical product info
- Link to learn more about products and services

Please send assets to Christen D'Alessandro at christend@performanceracing.com and copy your PRI representative.

Sample of Product Focus on cam shafts in the January 2021 issue of PRI Magazine:

CAMSHAFTS

"We're doing more Top Fuel cores," said Piper. "At one time 18 to 20 passes were considered really good for a camshaft. It's safe to say we've doubled the core life in Top Fuel engines. Making them faster, that's our biggest problem."

The company has also developed camshafts for the Ford 7.3-liter Godzilla truck engine, and there is growing demand for Powerstroke diesel products, too. Callies recently acquired a Sprinter to help advance development projects. "We've got an RSD lab set up and will be doing camshaft testing at our facility," added Piper. "And we're working with a Top Fuel team on valvetrain testing."

"Drag racing continues to drive new products at Crower, especially when engineers can take advantage of stronger alloys to keep up with cylinder head development."

"The materials have gotten better. We're using 8620 steel billet. And the lifters have gotten better," noted Guy Aguiar of the San Diego, California-based company. "We're getting up to one-inch lift on sportman cams these days. There are cylinder heads that flow big numbers, so you work the lift up to where the big numbers are."

Crower is also seeing growing numbers of Top Sportman and Top Dragster engines running ProChargers or nitrous, and even the Stock classes are looking for more power. "We have cams that can help in a certain direction," said Aguiar, adding that flat-tappet camshafts are still in demand. "There are X amount of flat-tappet cams that we carry. Some have been around for 15 to 20 years and they still work for those applications."

It's the same at Epron, where drag racers are calling in search of recommendations. "I'm assuming much of that is tied to the street culture trend," said Yoder. "I guess everyone has been home working on their hot rods and doing projects that they've put off."

Yoder said production has been slowed at times due to a shortage of iron cores sourced in the U.S. "I understand the problem is getting materials to make the cores," noted Yoder. "There are only two that make the GC-style cores, and we're basically buying all we can from either one. With steel cores, there are four or five more vendors to work with."

Melling recently acquired Performance Springs UK Ltd., a valve-spring company

PRODUCT FOCUS

BULLET RACING CAMS

CAMSHAFTS

bulletcams.com

- All cams are CNC custom ground to the user's application.
- Cam profiles are computer designed with engine-specific components and usage in mind.
- Custom cam cores made for any application.

Get more info: primag.com/cam1

PRODUCT FOCUS

CALLIES

CALLIES PERFORMANCE PRODUCTS

CAMSHAFTS

callies.com

- Callies manufactures Carbocoors, Inducers, and Titan Tool Steel cores.
- Finish grinding is available on larger quantity orders per request and applications.
- Carbocoors are carburized 8620 and 9310 steel camshaft cores and have a minimum effective case depth of .110 inches.

Get more info: primag.com/cam2

PRODUCT FOCUS

CAM MOTION

CAM MOTION BILLET ROLLER CAMSHAFTS

cammotion.com

- Superior 8620 steel camshaft cores.
- Quiet, smooth, and powerful lobe design.
- Polished lobes for quiet operation.
- Virtually unlimited lift and duration combinations.
- Cam Doctor protocol to assure accuracy provided with all cams.

Get more info: primag.com/cam3

PRODUCT FOCUS

CROWER

CROWER CAMS & EQUIPMENT CO.

HYDRAULIC AND MECHANICAL FLAT TAPPET AND ROLLER CAMSHAFTS

crower.com

- Crower has been designing and grinding hot-street and cutting-edge full race profiles for more than 65 years.
- Crower camshafts are in some of the fastest street and race cars on the planet.
- Available in five performance levels, from stock replacement to all-out modified racing engines ground to the user's specifications.

Get more info: primag.com/cam4

PRODUCT FOCUS

ERSON

ERSON CAMS

CUSTOM CAMSHAFTS

erson-cams.com

- Erson Cams specializes in custom ground camshafts for racers and engine builders.
- Offers hundreds of lobe designs in its database and core availability for virtually all the popular engine platforms.
- Erson employs index-grinding along with careful core selection for increased durability.

Get more info: primag.com/cam5

PRODUCT FOCUS

HOWARDS

HOWARDS CAMS

BOOST HYDRAULIC FLAT TAPPET SETS AND BOOST HYDRAULIC ROLLER SETS

howardscams.com

- Boost Hydraulic Flat Tappet Sets are available for various Chevrolet small block, big block and Ford 351W applications.
- Boost Hydraulic Roller Sets are available for various Chevrolet small block, Gen III/IV LS Series, and Ford 5.0L/302HO & 351W applications.

Get more info: primag.com/cam6

Like many segments of the performance aftermarket, cam manufacturers are seeing strong demand for their products. "We're wondering where all these cams are going because we've been business as normal," said our source at Erson Cams. "I guess everyone has been home working on their hot rods."

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