

November 23, 2009

New products unveiled at SEMA/AAPEX

SECTION: NEWS; Pg. 0018

LENGTH: 1513 words

The following are some new products and programs introduced during the Specialty Equipment Market Association (SEMA) Show and Automotive Aftermarket Parts Expo (AAPEX) in Las Vegas.

Demounter tool eases tech strain

Ochoa Roadrunner Products Inc. debuted and demonstrated its Pneu-Tek 1000 truck tire demounter and Pneu-Tek retractable bead puller tire demounter at the SEMA Show.

The truck tire demounter tool offers a safe and quick option for demounting, according to the Alamogordo, N.M.-based company. The tool features a bearing pivot joint, and pivot hooks that ensure smooth and easy operation while eliminating aggressive stretching of the tire bead, the company said.

The handheld retractable bead puller makes it easier to remove beads on a wide range of tire sizes and reverse wheel hubs. It also eliminates bead damage, according to the company.

For more information, contact the company at (575) 430-9361.

Corghi unveils Monster changer

Corghi USA Inc.'s first barless truck tire changer, the Monster AGTT, promises to reduce operator strain and protect rims and tires.

The tire changer, designed for heavy-duty truck, bus, farm and earthmover tires, features an automatic and self-centering wheel clamping device and nine direct lockable positions from 14- to 48-inch diameter tires and, with tilt, up to 58 inches.

New play recovery pads eliminate play due to wear, the company said, and the memory function saves the position of the tools to speed up positioning during tire changing.

The changer is designed without a base, eliminating unbalanced situations, according to the company. A technician can stand to one side and operate the machine with a radio transmitter control unit. Corghi plans to have the changer available for shipment in mid-December.

The Hamilton, Ohio-based subsidiary of Italian equipment maker Corghi S.p.A. also introduced its Artiglio 500 automatic tire changer. A successor to the Artiglio 50, it uses a second generation of leverless technology for wheels up to 32 inches in diameter. The machine features a dual bead breaker disc, newly designed head group, reinforced structure and better performing wheel support plate clamping.

For more information, visit the firm's Web site at www.corghiusa.us.

MotionLite strobes add wheel pizzazz

MotionLite L.L.C. debuted its multicolored LED wheel illumination system and is looking for distributors.

The lighting units illuminate the outside of the wheel, cycle through seven colors and include strobe and morph functions. The lighting system, which retails at \$499, can be operated by remote control and lasts for around 7,000 cycles. The lights include a universal mounting system to fit most cars, trucks and SUVs.

The company, based in Gulf Shores, Ala., has been in business for five years, during which time it was developing the patent-pending product. Rick Skelton, one of the company principals, said MotionLite wants to feature its product at drifting events and eventually launch the system internationally.

For more information, visit the company's Web site at www.motionlite.com.

Liquid Wrench debuts campaign

Radiator Specialty Co., maker of **Liquid Wrench** lubricants, is launching a multifaceted nationwide marketing campaign to educate customers about its variety of lubricants and penetrants formulated for specific jobs.

The Indian Trail, S.C.-based company said there is a misconception among heavy-duty DIYers and auto repair professionals about so-called all-in-one lubes. So the firm is offering online instructional videos on how to select a product for a particular job application, a redesigned Web site and new packaging that includes detailed product information.

The packaging also will include codes consumers can text through their cellular phones to check a seasonally updated list of uses for a particular product. Consumers also can pose questions to **Liquid Wrench** experts via Twitter and online search engines.

"DIYers know one size doesn't fit all and that there's no one tool that can solve every problem," said Mike Guggenheimer, vice president of marketing. "That's why we have designed specific formulations to tackle even the toughest jobs. With the new packaging, reformulation and educational campaign, DIYers will have the confidence of knowing they have selected the right tool in every situation."

The company also updated its product line to include a reformulated industrial-grade **Liquid Wrench** Penetrating Oil that loosens corroded nuts and bolts, features a less potent odor than previous formulations and is safer for painted surfaces. The company also unveiled an anti-sling formula for its **Liquid**

Wrench Chain Lube that it claims reduces friction and prevents corrosion while maintaining lubrication for specialty applications.

For more information, visit the company Web site at www.liquidwrench.com.

GearWrench has 2 new **wrenches**

Danaher Tool Group launched its Facebook fan page during the SEMA Show and rolled out two GearWrench **wrenches** to its product line.

The fan page will be a source of company news, including product announcements, updates on racing sponsorships and giveaways.

GearWrench introduced its Indexing Ratcheting **Wrench** that offers increased access to bolts in tight places. The locking hinge allows the **wrench** to be shaped to get around obstructions. In the unlocked position it can be pushed and pulled in a piston motion to help tighten fasteners, the company said. The product will be available in mid-2010.

Its Electronic Torque **Wrench** with Angle Measurement is geared to high-end applications requiring torque specifications that include tightening to an angle beyond a specified torque value. The **wrench** will be available in January.

For more information, visit the company Web site at www.gearwrench.com.

Ingersoll Rand intros ratchets

Ingersoll Rand P.L.C. introduced its 1207MAX Series ratchets that feature patent-pending technology, including what the company said is the industry's first collar design for forward/reverse control.

Technicians can adjust the direction by rotating the collar between the head and the grip. This design prevents the tool from getting stuck when traditional ratchet forward/reverse controls on the back of the heads are not accessible in confined spaces, the company said. The 1207MAX will be available in January.

The 1105MAX Series and 105 Series mini air ratchets in both 1/4- and 3/8-inch drive sizes offer improved power, control and comfort, the company said.

The 1105MAX air ratchet features 30 ft.-lbs. of torque and a free speed of 300 rpm. The 105 Series mini air ratchet offers 25 ft.-lbs. of torque and a free speed of 250 rpm. The 1105MAX is currently available while the 105 series will be launched in the first quarter of 2010.

For more information, visit the firm's Web site at www.irtools.com.

Gabriel redesigns LT/SUV shock

Ride Control L.L.C. introduced the next generation of its Gabriel MaxControl monotube shock for light trucks and SUVs.

The product is redesigned with a new rod guide bearing for smooth, effortless rod movement for greater sensitivity and response. An additional external rod seal was added to improve durability, the company said.

Gabriel said the single-tube design and multistage sealing help minimize operating temperatures and contamination for longer-lasting performance.

For more details, visit www.gabriel.com.

FDP introduces hybrid brake pads

FDP introduced its DuoStop hybrid disc brake pad and its EBrake emergency brake shoes that feature eco-friendly construction.

The DuoStop consists of two different halves—one side is metallic and the other ceramic to provide consistent stopping power while reducing noise and dust.

The EBrake, which offers higher static friction and hold power, is designed as a two-piece system to reduce installation time. The product is copper-free to protect the environment, the company said.

For more information, visit www.fdpbrakes.com.

Slime offers flat tire repair kit

Accessories Marketing Inc. added three products to its line of tire sealants and preventative products during the AAPEX show.

The Slime Quick Spair is an emergency tire repair that includes an aerosol filler to temporarily repair a flat tire during a roadside emergency in order to drive to a service shop.

The filler is non-flammable and can be cleaned out of the tire with water.

The company also debuted its Slime Shield tire and wheel protectant that it said cleans away dirt and grime and coats the tire with a long-lasting protective layer—protecting the tire from dirt and UV damage while preventing drying and cracking.

Both products will be available in early 2010.

Slime also introduced a scaled-down version of a tire inflator with its Tire Top Off kit, which includes a pressure gauge built into a small air compressor that can inflate a tire in about 14 minutes.

The compressor also can be used to “top off” the air in a tire to turn off a tire pressure monitoring system warning light in the vehicle, the company said.

For more information, visit Accessories Marketing’s Web site at www.slime.com.

Copyright 2009 Crain Communications Inc. All Rights Reserved.