



Letter From Bilstein Representative Jim Hiland to RUSH Dirt Late Model Racers:

Congratulations to Alan Dellinger and Bob Williams on their win at Sharon Speedway- their first time out on the Bilstein Spec Shock package! Their team went on to score a total of four RUSH sanctioned wins and many top 5's. Fact is; I think their 2014 stats are that in (19) RUSH sanctioned races this year their worst finish was 8th. They were particularly strong on the slick Lernerville surface, racing from 20th to 4th on Independence Day weekend, and 21st to 3rd in the last RUSH race of the season.

This particular package that they were using has won a lot of races since we introduced it in 2012 at East Bay Raceway in Florida during Speedweeks. The package was on the car that set fast time out of 59 entries on that very first night in 2012. Teams using the package then set out on a string of wins in different venues and classes; one even won a \$3,000 to-win Super Late Model feature. In every win, the car using the spec package passed a lot of cars with double adjustable shocks of every brand, some of them built by the most elite and expensive custom shock services in our sport.

All of the excitement generated by the spec package winning the first time out of the box in the RUSH Series needs to be put in perspective. The original goal wasn't to build a package of steel, non-adjustable tamper proof shocks that could beat a \$3,000 set of double adjustable shocks every time; sorry, that's just not going to happen. Our goal was to create a set of shocks that "if" used by everyone in a series; creates a level playing field and helps all of the competitors have a good handling race car in all track conditions for \$135 per shock.

In the past, some racing series have used spec shocks that were inconsistent from shock-to-shock of the same part number. What that meant was that a competitor with a big or unlimited budget could buy large numbers of shocks of the same valving to find enough variations that they could effectively shock tune their car to gain an advantage. In one particular instance, a switch to Bilstein spec shocks by the sanction group ended the disparity because all of our shocks of a same part number basically trace right over one another on the dyno graph when tested.

Teams who previously bought shocks by the dozen were relieved to find out that they could really get by with just four Bilstein shocks and a spare. Wow, just rereading that sentence tells me I must be a really bad shock salesman! Aren't guys like me supposed to convince you that you need expensive shocks and more of them?

All Bilstein shocks are built with spring steel shim plates that hold their memory almost indefinitely. Other shock manufacturers use stainless alloys in their shim packs that quickly give up their shape during laps of racing and have to be refreshed by a shock service frequently. This is good for the custom shock guys, but not so good for the racer's budget. Another Bilstein advantage is that our piston rods have been hard chromed and polished, then re-chromed and polished, and then chromed and polished a third time. The advantage for the racer is that our rods don't pit and gouge easily and that means that the rod guide seal in a Bilstein lasts for an inordinately long time without leaking.

The bottom line point is that if everyone can have a competitive, good handling race car with a shock that costs ¼ the amount of money of adjustable shocks, lasts longer than any shock on the market, and performs fade free for thousands of laps of racing, why not put all of that shock money into other necessities of racing like towing expenses, pit passes, food, tires, and safety equipment? I'm just sayin'.

I am very aware of the success of the RUSH Dirt Late Model Series, its teams, and sanctioned speedways. Bilstein was proud to be the "Official Shock Absorber" of your series, and to have been the presenting sponsor of the inaugural "Steel City 100" that was held at Pittsburgh's PA Motor Speedway on June 8, along with providing the sealed shock package that is utilized on the RUSH Sportsman Modifieds

As you can imagine, I continuously promote the Bilstein sealed shock package and how it can benefit our sport, but in the end, it's up to the racers to demand rules that "really" level the playing field economically, and lower the costs to compete.

If at any time you have any questions concerning the Bilstein sealed shocks please feel free to contact me at (704) 907-4167 (cell) or my e-mail at jimhiland@windstream.net. Also, please let your RUSH Series directors, Vicki Emig and Mike Leone, and RUSH-sanctioned speedway promoters be aware your thoughts.

Sincerely,

Jim Hiland
Bilstein of America