

# Olthoff Racing Inc.

Volume 1, Issue 1

Newsletter Date: February 1, 2010

## Olthoff Racing Update

Superformance Complete Replicars

MK III Cobra

GT 40

Daytona Coupe

Corvette Grand Sport



### A Message from Dennis

Welcome to the first issue of the Olthoff Racing Update.

The intent of this publication is to create a communications link between you, our highly valued car owner, and me along with all the Olthoff Racing Inc. team members.

Through this newsletter, we would like to reach out to all of you as Superformance car owners, first in appreciation of your classic automobile purchase, and second, to share information and opportunities for you to continue to enjoy and enhance your car ownership experiences. In each issue, we also hope to bring you news and updates from Superformance.

I will be competing in various race events this year. Our aim is to prove that Superfor-

mance cars are capable of being very competitive and hopefully make people more aware of them in a different setting and environment.



As far as other Update items, we are hoping to include the following: available "rollers" and pre-owned cars, information on "after-market" products, such as the Brake/Clutch Fluid Reservoir Kit described

and shown in this issue, shop service specials and "do-it-yourself" parts, apparel promotions, a calendar schedule of upcoming events, and links to magazine articles of interest.

We are also going to be featuring an Owner's Feedback Section. This is part of our ongoing efforts to improve the products we sell, the service we provide and our relationship with our customers. We would like to hear from you, whether it is a question or something you feel needs some attention.

In the meantime, enjoy this Update issue and e-mail us with any comments or ideas through

[www.olthoffracing.com](http://www.olthoffracing.com)  
or at  
[bolthoff@salisbury.net](mailto:bolthoff@salisbury.net)

Dennis Olthoff



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### Superformance News

Todd Andrews, one of the most respected specialists in the development and marketing of automotive performance products, has been appointed Vice President of Operations for the Superformance and Shelby Distribution USA organizations. Todd was previously National Sales manager of the Aftermarket Products Division of Roush performance Products.

"Todd and I have had a long association and I am very pleased he has accepted this

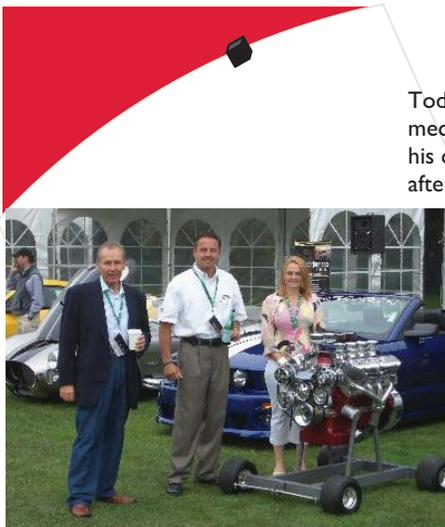
new position which has been created to create new business opportunities for existing and future dealers distributing our products", said Lance Stander, President of Superformance LLC and Shelby Distribution USA.

"To give us better representation on the East Coast, Todd will be based in Detroit, MI. He will, however, work very closely with our head office here in Irvine, CA, as he will also take charge of our new Corvette Grand

Sport project, the development of which is in progress at Hi-Tech Automotive in South



Africa. He will also launch our new HBR engine range and performance parts", said Stander.



Todd Andrews (middle)

Todd, a qualified electronic and mechanical technician, started his career in the automotive aftermarket business with Roush Technologies in the year 2000. He managed facilities building Roush Mustangs in California, Texas and North Carolina.

When Roush/Yates was formed in 2002, Todd started marketing Roush products at trade shows

all over the USA, during the course of which he came in contact with Lance Stander, then a Superformance dealer in California. As a result of their association, Todd started developing special Roush engines and performance product packages for Superformance products.

The association became a powerful marketing tool for the companies, especially after Stander acquired the Superformance brand worldwide in 2005.

“We have attended many car and trade shows these last six years , and we are very comfortable with each other. Todd is going to be a very valuable addition to the SPF/SDUSA team and his business acumen and technical expertise will be of great value to our dealer network”, said Stander.

The appointment will be effective in February, from which date the Detroit office of SPF/SDUSA will be officially active.

## From the Driver's Seat

**Superformance**  
Track Proven and Tested Racing Technology



events with “arrive and drive” packages. This entails preparation of customer cars before and after race events, transport to and from events, trackside support and hospitality.

owners in the area are always welcome to join us at the tracks.



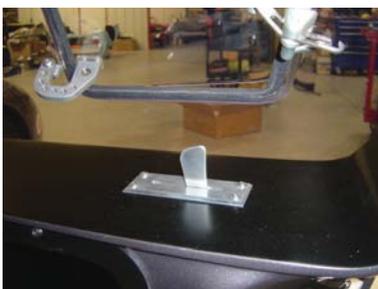
In 2010 Olthoff Racing, Inc. is expanding its involvements in Vintage racing. We will be attending numerous

Please keep an eye on upcoming issues and check the “Upcoming Events” section on page 4 to see which races we will be attending. Superformance



Beautiful GT 40s ready to go!

## Shop Specials and Promotions



GT 40 Door Latches are now offered at



GT 40 Brake Ducts (Front and rear ) is \$600.00 including the flexible tubing. Note, the brake ducts clear the parking brake unit at the back of the car.



Now would be a great time to schedule your cars yearly check-up

## Car Enhancement Product: Clutch/Brake Fluid Filler Reservoir Kit

How many if you have wondered how or even tried to check the brake fluid level on your Car? This may be the only design flaw in the Superformance Cobra as the brake reservoir is tucked up under the driver's side front fender. This location makes seeing, checking, topping-off or filling

the reservoir very difficult. To solve this problem Olthoff Racing has created an aftermarket Clutch/Brake Fluid Reservoir Kit that is conveniently located and easily accessible on the face of the firewall. This makes routine clutch fluid and brake fluid maintenance a snap, and eliminates excess fluid run-over and potential paint damage when cornering G-forces can cause small amounts of brake fluid out of the factory installed reservoir cap. The kit consists of a 3-cell reservoir. The left cell is for the clutch fluid, the center cell is for the rear brakes, and the right cell is for the front brakes. Also



included are the hose fill lines, and replacement "bung" fitting connectors. This kit is a must if you plan to put your in time with your car on the track. Olthoff Racing sells the kit for \$200.00, and the shop will install it for you for \$175.00. Braided fill lines can be provided for an additional \$150.00



Doug Campbell's Superformance Coupe

## "Rollers" for a Special Price



### MKIII Cobra

Color is the "Roush Edition" Red with Dark Silver Stripes highlighted with Black pin stripes along the edges. The roller includes stainless steel bumperettes and black ceramic side exhaust pipes. Call for a Special Price on this unique roller .

If you want to put one together, buy a model. If you want to drive one, buy the best !

Superformance

### MKIII Cobra

Color is Indigo Blue with Silver Stripes. The roller includes twin polished stainless steel roll bars, roadster bumpers and silver ceramic under body exhaust pipes. Call for a Special Price on this stunning roller.



## Upcoming Events

### February 2010

February 6th, Car & Coffee from 9:00 AM to 11:00 AM at 6801 Northlake Mall Dr., Charlotte, NC 28216 (weather permitting)



Dennis Olthoff at VIR



Mac McCombs at VIR

### March 2010

**March 3rd, 4th & 5th, Historic Sportscar Racing Sebring Florida. Dennis will be driving.**

March 6th, Cars & Coffee from 9:00 AM to 11:00 AM at 6801 Northlake Mall Dr. Charlotte, NC 28216 (weather permitting)

March 17th, 18th, 19th & 20th, Sportscar Vintage Racing Association, and 12 Hours of Sebring

### April 2010

April 3rd, Cars & Coffee from 9:00 AM to 11:00 AM at 6801 Northlake Mall Dr. Charlotte, NC 28216 (weather permitting)

**April 8th, 9th, 10th & 11th Charlotte Autofair, Lowes Motor Speedway, Charlotte, NC. Superformance will be participating.**

April 8th, 9th, 10th & 11th Sportscar Vintage Racing Association Savannah Spring Races .

**April 29th, 30th, May 1st & 2nd Historic Sportscar Racing "The Mitty" at Road Atlanta, Braselton, Georgia.**

### Websites of Interest

[www.olthoffracing.com](http://www.olthoffracing.com)  
[www.superformance.com](http://www.superformance.com)  
[www.SecondStrike.com](http://www.SecondStrike.com)  
[www.virclub.com](http://www.virclub.com)

## Owner's Corner

In future editions of this newsletter, this section will be reserved for letters and e-mails submitted to Olthoff Racing, Inc. by you the Superformance car owners. This is an opportunity to express your thoughts on just about anything related to your car and the ownership experience. If you have a happy story to tell or a tale of sorrow to share, the Owner's Corner is where you can spread the joy or seek consolation. If there are other events, or day trips you think other car owner would find of interest, please send me a note so it can be posted here. As I said earlier, if there is a way we can be of more value to you, if you have a complaint, if you have a better idea, etc., I really want to read about it. My e-mail address is

[www.olthoffracing.com](http://www.olthoffracing.com)  
 or at  
[bolthoff@salisbury.net](mailto:bolthoff@salisbury.net)



PHOTO BY F&S ENTERPRISES

*"There's an exception when it comes to Jimmy Price and Lance Stander. Superformance International makes replica Cobras in South Africa and calls the two-seat roadster they build the MKIII. It's not a true Shelby, but I've endorsed and licensed the car for being as close to correct and well-built as possible."*

- Carroll Shelby (Octane, Oct. 2006)

