

BUDGET-BUILT '71 CORVETTE
LOOKS GOOD & IT KILLS ON TRACK!



720HP FOUR-VALVE FORD MADNESS!
WORLD'S MOST POWERFUL ALL-MOTOR QUAD MOD!



POPULAR **HOT RODDING**

RIGHT HERE, RIGHT NOW!



17

**COOLEST STREET MACHINES FROM SEMA—
THE MOST BITCHIN CAR SHOW ON EARTH!**

MUSCLE CAR

EXPLOSION!

PLUS: THE BEST OF THE REST 42 MORE RADICAL RIDES!

46

**NEW "GOTTA HAVE"
PRODUCTS FROM
SEMA!**



PONTIAC POWERED!
461CI TRANS AM
RESTORED AT HOME
AND DRIVEN HARD!

GET DOWN TO BARE METAL!
PREP IT RIGHT FOR GREAT PAINT!

GOING EFI?
DON'T YANK YOUR TANK!
EDELBROCK'S EASY
FUEL SUMP SOLUTION

HOW TO PREP YOUR BLOCK!
WHAT TO KNOW BEFORE
BUILDING YOUR ENGINE

MARCH 2014 • VOLUME 54, NO. 3 • popularhotrodding.com



SEMA POWER PARTS

46 hot new muscle car
goodies you can't live
without in 2014.

By Johnny Hunkins • Photography by SEMA & the author
Lead photo by Robert McGaffin

For those of us in the industry, Christmas comes early. The first week of November, every major player in the performance aftermarket converges on the Las Vegas Convention Center to show their latest wares to insiders—those people being buyers, other sellers, visiting dignitaries, and the media. Unfortunately, the annual SEMA trade show is not open to the public, so you can't just show up and crash the gate. Yes, we know it's Vegas, but this is the one time when your best BS line can't get you past the velvet rope. Don't worry though, we were there and took the whole thing in for you.

The Las Vegas Convention Center is huge, taking up space in three capacious buildings—and that doesn't include the related

repair aftermarket AAPEX show in the Sands Expo Center. In the interest of efficiency and also as some measure of compassion for its members, the folks at SEMA have grouped manufacturers who service similar segments in close proximity to each other. Thusly, a purveyor of Chinese 24-inch truck tires is not competing for attention with someone selling hot rod gauges or Tri-Five Chevy fenders. It kind of reminds me of when I was a kid and mom took me to Sears, Roebuck and Co. They put all the toys in one place, which was

usually next to the candy stand. And both were thankfully far away from the clothing department!

At the 2013 SEMA Show, traffic was up noticeably from the recession years following the 2008 crash. People have slowly dug themselves out of their financial holes, and hope is on the horizon. It seems many motorheads coming from every stripe have worked through their previous financial woes. With basic needs now being met, they are turning their sights back to the hobby they love and slowly but surely picking up the wrench again. As you can imagine, that has spurred the development and sales of aftermarket parts. In the domestic performance and hot rod camp, this is perhaps no better illustrated than in the explosion of interest in Chevy's new LT1 powerplant. In less than a year, Chevy's brand-new, best-ever small-block engine has inspired new pistons, connecting rods, crankshafts, cylinder heads, camshafts, and programmers. Not to be outdone, the Ford camp is also making progress on the 3.5L EcoBoost mill, albeit at a slower pace.

We also see a distinct trend with companies branching out to products in closely related fields—a risk-taking not seen since before the recession. Examples: Suspension companies dabbling in shock absorbers (and vice versa), a carburetor company getting into EFI, a specialty toolmaker getting into sheetmetal sales, or a Chevy guy making Ford or Mopar stuff. Manufacturers are now eager to get into new businesses where it makes sense to expand. They're excited about the future: The performance train is leaving the station for the next stop, and they want to be on it! About the only negative rumblings we heard were from the tire guys. The federal government has lifted tariffs on tires imported from China, so there was a huge influx of offshore rubber at SEMA. Will premium tire makers survive the flood of Chinese tires? Do performance customers appreciate the quality enough to vote with their wallets? We will be watching closely to see if top-tier tire makers can get their message out before it's too late.

Here we've chosen the coolest 46 new parts for muscle cars and hot rods. That's not saying there weren't more—these are the best ones that we deem fit *PHR's* market and that fit in the space allowed. Want to see what other new products and project cars were at SEMA? Log on to www.SEMAphotos.com—there are literally thousands of cool things to look at!

“They're excited about the future: The performance train is leaving the station for the next stop, and they want to be on it!”

TRANSMISSION CAL SOFTWARE

DESCRIPTION:

This comprehensive yet simple software package from Powertrain Control Systems gives you full control over GM's six-speed 6L50/80/90 automatic transmission family. Program your shift points, converter lockup, tap shift, sport mode settings, and more.

Also includes data logging, trouble code viewing and clearing, and real-time monitoring for quick and easy tuning. OBD-II connector to USB interface included.

WHY IT'S COOL:

Makes swapping to a GM six-speed automatic trans easy

SOURCE:

POWERTRAIN CONTROL SOLUTIONS (PCS)

804-227-3023

www.TransmissionController.com

