

Eastwood Launches New MaxxPower Brand

Beginning with Hi-Performance Engine Accessory Components

The Eastwood Company, the do-it-yourself innovators of automotive restoration tools, paints and chemicals, today announced the launch of an exclusive new product brand, the Eastwood MaxxPower Hi-Performance Engine Accessory line.

The first products launched include a 105-Amp GM One-Wire Alternator; two hi-torque 1.7kw starters for Chevy applications and a powerful new distributor to replace worn OE distributors. These components have been developed for upgrading original units during the rebuild or when installing a crate motor for superior starting, charging and spark management. Each new product is made of 100% new OE equivalent components, not rebuilt units.

"Eastwood's MaxxPower engine accessories have been designed with reliability, hi-performance and affordability in mind," said Mark Robidoux, an Eastwood product manager for the new MaxxPower Hi-Performance components. "The new MaxxPower Alternator, Starter and Distributor incorporate late model electronics, high voltage coils and rare earth magnets for superior charging, spark output-up to 6,000rpm and quick starting without the dreaded "heat soak" so familiar to GM guys," Robidoux explained.

The MaxxPower Alternator was created to fit the 1965 - 1986 GM vehicles as a direct replacement for an original 10DN or 10SI with the mount locations positioned to easily drop and bolt into the place of the existing GM alternator. This new Eastwood Alternator features high-temperature electronics and windings designed to assure long life and put out a true 14.5 volts and 105 amps. The heavy-duty bearings provide vibration-free running to eliminate 'throwing belts' at high rpms.

The MaxxPower Distributors are available for 1955 - 1980 Chevrolet V8 engines - with small and big block applications. These distributors come in two styles: Chevy HEI OE unit and the Chevy HEI Performance unit. Both distributors are designed to replace worn and tired, original units with OE-equivalent or the new Performance unit. Both MaxxPower Distributors enable the car enthusiast to realize the benefits of quicker starts, better fuel economy, better throttle response and increased power. Eastwood's new Distributors have precision-machined housings, ensuring consistent spark up to 6,500rpm. The high dielectric strength molded cap and copper termi-

nals eliminate "crossfire." These units are complete with rotor, cap and coil to ensure the best spark possible under high compression and high engine loads.

The MaxxPower Hi-torque 1.7kw Starters are available for Chevrolet cars. They are specially designed for the 1957 - 1986 GM V8 with either staggered bolt pattern for a 168-tooth flywheel or the straight pattern for the 153-tooth flywheel. Included with both applications are high-temperature solenoids and windings, high-torque permanent magnets and extended run-life carbon brushes. This eliminates the heat soak and hard starts, and are compatible with up to 12.5:1 compression motors. The Chevy V8 153-Tooth Flywheel Starter and the 168-Tooth Flywheel Staggered Mount Starter assure clearance and cooling for header applications and the direct bolt in design assures easy installation.

"When Eastwood opened its doors in 1978, we made a commitment to become the source for unique tools and supplies for the classic car enthusiast, hobbyist and professional," said Curt Strohacker, Founder and President of Eastwood. "Listening to the needs of our customers, we have established an onsite R&D facility that creates what our customers ask for. We change specs to suit the needs of classic car enthusiasts, and we work to be a trusted and proven supplier to the marketplace," Strohacker continued. Building on 30+ years of experience in creating and designing tools, Eastwood has focused its considerable R&D experience into developing a new line of engine parts, the MaxxPower Engine Component line. "This unique parts solution promises to help our customers achieve higher horsepower at a reasonable price," noted MaxxPower product manager, Mark Robidoux.

Eastwood markets unique tools and supplies for repair, restoration, and modification of cars, trucks, and motorcycles. Eastwood serves a broad range of individuals and organizations including the home hobbyist, individuals and organizations focused on restoration and revival of automobiles and motorcycles.

Additionally, Eastwood products focus on restoration of metals, fire-damaged wood, graffiti removal, mold and mildew remediation along with revival of boating and aircraft bodies. Eastwood also serves bus, train and truck fleet executives who need an effective and environmentally friendly means to keep equipment in optimal shape.

