



SEARCH



## Brock's Performance Proves Big Ticket Items Move

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Home

News

Web Exclusives  
Breaking News  
State/Federal News  
Racing News  
Industry Press Releases  
Research  
International Shows  
2009 Dealer Expo  
Digital Issue Archive

Columnists

Eric Anderson  
Joe Delmont  
Dave Koshollek  
Christy Michaud  
Genevieve Schmitt  
Todd Shafer  
Mike Vaughan  
Clark Vitulli  
Steve Zarwell

Dealer Resources

Videos  
Dealer Expo  
Events Calendar  
Downloads  
Emissions  
Recalls  
Top 100 Program  
20 Groups  
Online Reader Service

Products

Online Buyers Guide  
Browse by Market Category  
Browse by Product Category  
Browse by Month

Classifieds

Career Opportunities  
Products and Services  
Classifieds Home  
Contact Sales

Subscriber Resources  
Change of Address

Brock's Performance is focused on providing cutting edge high-performance products for racers and street customers. But like any advanced performance technology, these products come with a large price tag.

Can these big-ticket items really sell in today's market?

Yes, they can, says drag racer Brock Davidson, who has developed the new TiWinder exhaust system, which he says is the lightest and fastest drag racing system available for the Suzuki Hayabusa. He sourced exotic titanium alloys and uses exquisite welds to create a full system that only weighs 5.25 pounds. The end result is a very trick racing system that starts at a heady \$1,895 MSRP.



Davidson has sold out his first shipment. In fact, he is selling four times more exhausts for 2008 Hayabusas than the rest of his lineup.

In addition to \$2,000 exhausts, Brock's Performance is the exclusive importer for BST Carbon Composite wheels. These ultra-lightweight wheels improve acceleration and suspension performance on both street and track. Typical wheel sets start at \$3,750.

While these are products focused at the drag race and performance street markets, Davidson shows that perhaps the motorcycle industry isn't as weak as some fear it to be. More importantly, big-ticket sales prove that customers will spend good money on good product.

Meet Brock Davidson and check out his exhausts and BST wheels at booth

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L900 in the Lucas Oil Stadium Sportbike Pavilion, or check him out on the Web at [www.BrocksPerformance.com](http://www.BrocksPerformance.com).

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