

Winters Performance: A legacy of performance, made in the USA

From The Winters Performance Website

A Legacy of Performance

YORK, PA - If there's one thing we've learned in our 60-plus years in business, it's that nothing's more important than knowing your customers and understanding their needs. Our customers are hardcore, hands-on, knuckle-busting racers and hot rodders, and it's been that way since the very beginning.

It all started back in the mid-'50s with Vaughn Winter, Sr. Just out of the Air Force and living in Cheyenne, Wyoming, Vaughn spent much of his spare time drag racing a '53 Studebaker Gasser. When he couldn't find anyone to work on his au-

tomatic transmissions, he rebuilt them himself—first on his kitchen table, then in a one-car garage. His transmissions were stout and reliable, and before long racers and car dealers all over the region were calling on him.

"We were in a lot of winning cars," he remembers.

In 1958 he and his wife Madeline moved Winters Performance back to their hometown of York, Pennsylvania, and we've been here ever since. Always focused squarely on the racing and high performance community, our catalog of parts quickly expanded to include all manner of transmissions and components, torque converters, and rearends from 9-inch Ford-style rears to quickchanges for



Winters Performance

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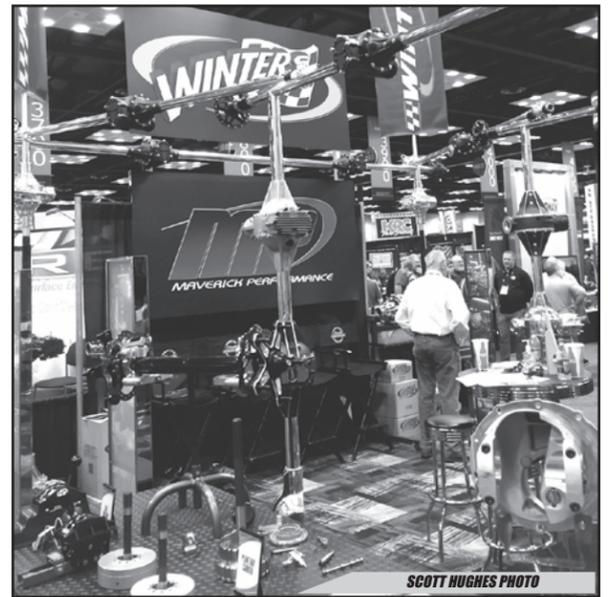
the track and the street.

Vaughn and Madeline are retired now, but Winters is and will always be a family business. Today their daughter and grandson handle the day-to-day operations. And all of our components are manufactured right here in our York, Pennsylvania,

facility by a dedicated, hard-working staff — many of whom have been at Winters for years or even decades.

We appreciate you taking the time to learn a little more about who we are and what we do. Our doors are always open to visitors, and our technicians are always available by phone to answer any questions you might have. We look forward to getting to know you and earning your business.

Winters Performance is open Monday through Friday, 8:30 a.m. to 5:30 p.m. EST. For more information, visit: www.wintersperformance.com.



SCOTT HUGHES PHOTO

Today, Winters builds products for the entire racing industry, including dirt racing.

Expertise at Elite Shock Services extends to all brands, taking the mystery out of the shock game for you

ELK RIVER, MN - The owners of Elite Shock Services, Carter and Amy Gerlach, provide a valuable service for drivers across WISSOTA in the increasingly complicated sport of dirt track racing. Long gone are the days of slapping a pair of stock, off-the-shelf shocks on your race car.

Today the choices are many, depending on the class you run. The Gerlachs can help you make sense of the very complicated shock equation and keep your race car pointed in the right direction throughout the racing season. They sell and service for most major brands and for all WISSOTA divisions.

On-track success is a regular part of the ESS program. There have been national and track champions in the Mods, Super Stocks and Street Stocks in the fold at Elite Shock Services for many years.

"We've been fortunate to work with some of WISSOTA's best drivers," Gerlach said. "It's great to work with people who



Elite Shock Services

7212 160th Lane NW
Ramsey, MN 55303
Ph: (763) 242-3189

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are so focused and driven to succeed. It helps us make sure we are at the top of our game, too."

The primary focus at ESS is rebuilding, repairing and customizing race shocks for customers in all divisions throughout WISSOTA. Carter's expertise extends to all brands – ARS, QA1, Bilstein, Ohlins, AFKO, Pro, Integra, and both Genesis and Fox Shocks.

Gerlach's exposure to racing began more than 20 years ago when he pitted for his dad and



BOSS BACKES PHOTO

Highly decorated Super Stock wheelman Dave Mass used Bilstein shocks from ESS in 2021.

then his older brother. He jumped into his own WISSOTA Midwest Modified in 1999. His time behind the wheel influenced other areas of his life.

"With my passion for racing, I sought employment in the racing industry and found myself at QA1 Precision Products, focusing on the shock side of the company," Gerlach said. "While there, I gained a large interest in

shocks. With a sizeable commute to and from Lakeville, MN, I decided to seek other opportunities.

"After I left QA1, I received a lot of calls from people wanting shock work and/or advice. That's how the business started."

Besides his primary work, Gerlach services shocks for snowmobiles, motorcycles and ATVs. Gerlachs also sell QA1, Bilstein and Intercomp products,

including scales and dynos, to better serve their clientele. As an added bonus for his customers, Gerlach offers what he calls "Shock Team Seminars," where individual racers or the entire team comes in for a one-on-one analysis of their shock program.

Whether a driver typically wins 20 feature races a season or none doesn't matter to Gerlach when it comes to designing a shock program.

"We offer shock and suspension assistance to racers of any budget," he said. "A racer can walk in with the current shocks they use and have them dynoed to see where to start without buying any new ones."

"When building a custom set for racers, we take a lot of things into account, like class of car, where they race, what brand of car, suspension type, tires, driving style, etc. When we combine all these variables, we can make a racer faster almost 100 percent of the time."

Gerlach prefers to ship products with UPS and he accepts

payment by VISA or Mastercard. He's also a retailer for Intercomp products including shock dynos.

To get expert assistance from Gerlach, you've got to call!

"Over the past 10 plus years we have had a bunch of national titles across the country won on our packages, we've seen our customers win hundreds of features and tons of track championships, and hope to make 2022 another successful year for our customers," he said.

"Shocks do not have to be super expensive or super complicated. We can help a driver sort through all of the important factors, help them understand more about race shocks, and get on a shock program that helps them succeed," he concluded.

Customers can stop in at Elite Shock Services at 7212 160th Lane NW, Ramsey MN 55303, call (763) 242-3189, send a fax to (763) 753-0149 or email the Gerlachs at eliteshockservices@yahoo.com. ESS also has a website at www.eliteshockservices.com.

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