



CURRENT SPECIAL!!!

Purchase an Aluminum Bellhousing receive **10% off** a set of Trick Titanium Valves.

Purchase a Titanium Bellhousing receive **20% off** a set of Trick Titanium Valves.

Bellhousing must be purchased prior to August 31, 2010 to receive discount on titanium valve purchase

TRICK TALK

MONTHLY NEWSLETTER - AUGUST 2010 - Edition

First off, we here at Trick Titanium would like to thank you for your support. As a small token of our gratitude we would like to fill you in on our happenings and monthly specials, hence the newsletter you see below! If you have any questions for us, feel free to send them in and you may even be featured in our "Ask Adam" section. Also, if you visit us on the web at www.TrickTitanium.com you can submit your thoughts or suggestions on the front page via the link.



Monthly "Ask Adam" Question???

One of the more common questions I receive regarding our titanium valves is:

Question - Are your titanium valves made using a one-piece forging or a two-piece design?

Answer - Two-Piece

Our valves are manufactured using a two-piece inertia-welding process. After this process is completed the valve is put through a highly technical and precise heat treat process that gives the valve a superior grain structure to that of a one-piece forged valve. I have to believe that the reason this question comes up so often is simply a question of the valves' strength. By using this highly researched and field-tested manufacturing process, we have created a valve that can withstand the constant punishment experienced in the most extreme applications.

Customer Profile - Murf McKinney - Owner of McKinney Corp.



Murf McKinney

Trick Titanium sat down with Murf McKinney, owner of McKinney Corp., to find out a little bit more about the man in charge of making one of the best drag racing chassis in the industry. Here's what Murf had to say...

Trick Titanium - How long have you been in the racing business?

Murf McKinney- We have been in business since 1981, but as far back as I can remember, my oldest brother always had a dragster of some kind that he ran and I always hung out with him and all of his buddies who were all into drag racing. So I guess I just grew up surrounded by it.

TT - Would you consider this your dream job?

MM - This job has been my dream job, as I started with nothing, and it has been good to me. I don't know what I would be doing if it were not for this business.

TT - From what class/style of racing do most of your customers come?

MM - Our business is heavily dominated by Drag Racing, although we do get to do projects and sell to other types of motorsports. We are also doing more in the commercial industry.

TT - What particular moments that you have had while in the racing business are you most proud of or changed your business for the better?

MM - The project I am most proud of are the cars we built for Garlits, the mono wing cars. I know they did not compete at the top but those cars were so different from the norm, and there was so much engineering that went into them and everything worked and fit perfectly. I still think those cars are so much more advanced than what we have now, but they were not accepted well into the marketplace. I guess people really do not like change.

Continued



Quality Race Cars, Parts, and Accessories

TT - Where do you see your business/racing going in the next 5 to 10 years?

MM - The only thing I know for sure is that tomorrow is going to be different than today. We are all experiencing an economic environment that none of us has ever experienced before, and I mean everyone from the racer, the manufacturer, the sanctioning body down to the Mom & Pop corner market. As a business, we have to be able to be flexible enough to adjust rapidly to these changes. If you are not able to do that, you will not be able to exist, I don't care who you are.

TT - Since the economy has retracted, what have you had to do to be more competitive? And what have you heard from your customers in regards to their racing? (i.e. – not as many races, staying closer to home for local races, using parts longer)?

MM - Everyone has cut back and are more mindful of every nickel that is being spent. We have looked at our product line to see what we can do to reduce costs that can be passed on. One example is the new Tandem Breather Tank we made for the Alcohol cars. When NHRA ruled they must have a vent tank comparable to the Fuel Cars, we started from scratch and came up with a tank 1/3 the cost of the Fuel Car Style tank. I believe we as manufactures owe it to our customers to rethink our processes and reduce costs that can be passed on . I believe the surge in Nostalgia cars reflects the mood of the racers, meaning they can go race but know going in they have controlled costs.

TT - What Trick Titanium products do you use? Are there any products that you would like see Trick Titanium produce/carry that are not currently part of our product lineup?

MM - Naturally all of the Pro teams we deal with use the Trick Titanium Bellhousings. I think there is a need for a motorsports Titanium Fastener. The Aerospace and Military Surplus has all dried up, so availability is becoming more scarce.

TT - Is there any particular race/event that you are looking forward to this season more than any other?

MM - Indy. Period. There is no other race like Indy.....

TT - If you had to pick the 3 most important things you do that are most important to your customers, what would they be?

MM - Service, Quality and Price....in that order.

TT - Is there anything that you would like us to add to your profile that you would like our readers to know about your business that we did not cover?

MM - We are a high performance job shop that does more than race car work. We also do competitive work for commercial industry in Aviation, Medical, Transportation, Agriculture, Marine and Recreation. We are a very diverse company with a very unique skilled workforce.

TT - Do you have any new products/engines or designs you are working on right now?

MM - We have been looking at the Pro Mod market for about 8 months. Talked to a lot of people, and traveled to a lot of races. We are going to bring out a Pro Mod chassis in the fourth quarter. Stay Tuned!

Thanks Murf for some great insight into the racing industry. We hope you all enjoyed it as much as we did. Best of luck to everyone at the track and as always... BE SAFE out there.

Our Products are available at:



USE WHAT THE PROS USE