

HEDMAN PERFORMANCE GROUP
2011 SEMA SHOW CELEBRITY APPEARANCE
FOR IMMEDIATE RELEASE

Whittier, CA (August 22, 2011) - Hedman Hedders, is excited to announce that the "Master of the Fine Line", and 2010 SEMA Global Award winner (*for his custom shift knob*) Von Hot Rod, will be spending opening day of the 2011 SEMA Show in the Hedman Performance Group Booth (booth #22443.)

Von Hot Rod, has been a true hot rodder since he could hold a wrench, and is recognized as one of the world's top 20 pinstripers. Born the son of an old school sprint car racer, his dad gave up racing after Von's birth, and began building custom cars and hot rods. "I remember growing up with a wrench in my hand", says Von. "I was always helping my dad with something in his garage." Happily for all of us, Hot Rod grew up with the bug, and followed in his old man's footsteps as a gearhead and devout automotive enthusiast.

Everything that makes him tick revolves around hot rodding, but Von Hot Rod's main passion over the last 16 years has been pinstriping. His work has been covered in books, magazines and even television shows, such as, Hot Rod TV and Car Warriors. His latest project is, "Von Hot Rod's Pinstriping Circus". This is a travelling pinstriping troupe that attends hot rod shows around the country, raising money for needy charities.

"Von Hot Rod is one of the world's most respected and revered pinstripers. I mean, the guy even has his own action figure in Japan." quips Hedman Performance Group V.P. of marketing, Marc Lewis. "In all seriousness though, Von Hot Rod, is an iconic name in the hot rod world. We couldn't think of a better way to unveil our line of quality, old school hot rod headers and engine products at this year's SEMA Show, than by aligning the HP Group with a quality, old school hot rod artist like, Von Hot Rod."

Von Hot Rod, will be in the Hedman Performance Group Booth ([SEMA Booth # 22443](#)) all day on Tuesday November 1st, 2011. Hot Rod will pinstripe your favorite possession, free of charge, making it even more special or even more collectible.

About Hedman Hedders:

Hedman Hedders is the first mass producer of exhaust headers. Founded in 1954 by SEMA Hall of Famer, Bob Hedman, Hedman is a pioneer in aftermarket exhaust market, and is responsible for many of the header technologies in use today. Hedman designs and builds the broadest line of street legal and off-road use headers for early and late model domestic cars and trucks. Hedman has built nearly 2 million sets of headers over the past 50 plus years, and every single one of them has been built by hand, here in the USA.

For additional information, please contact:

Marc Lewis
V.P. of Marketing
Hedman Performance Group
(562)921-0404 x202
email: marcL@hedman.com