

MILESTONE MARKETING GIVES YOU THE BEST RESULTS!



MILESTONE MAG AUGUST 2011

World Products—High Performance, Superior Quality

Milestone has been privileged to represent World Products for several years. Following are excerpts from a recent Power TV Q &

A session with World Product's Bill Mitchell that highlights why this is such a great company to represent.



Undoubtedly, anyone who considers themselves a "car guy," especially one with a love for big horsepower, is familiar with World Products. The company was formed in 1987 by noted engine builder Bill Mitchell Sr. in an effort to fill the performance void. Working to develop and produce an affordable cast iron cylinder head for performance enthusiasts, Mitchell offered the Dart II small block Chevrolet cylinder head.

Since then, **World Products** has churned out countless lines of successful products including complete crate engines for performance machines.

In 2009, World Products announced a completely new approach to

conducting business with the announcement of the World Engine Builder Program.

"We got tired of the engine builders at the trade shows coming up and telling us we were too big of a competitor to them," says Mitchell, "which, I'm going to say we were. We were selling 600-700 engines a year."

"The program is the last 20 years worth of engines that we've built, the bill of materials, and so forth, that we've turned over to engine builders that buy parts from us. We stopped competing with the customer and we gave the customer the work. We still promote the business as usual, but everything that we have is available to the engine builders. I guess you would say the business side of an engine is more difficult than the mechanical side."

"There are about 85 line items in an engine, so the average engine builder has to sit down and

order 85 different parts. What we've done is set up a group of warehouses that have the same bill of materials that are made available to the engine builders in the program, and the builder, so he chooses, can call any of the warehouses and order all 85 parts on a single invoice. The customer now has a choice."

2001 Chevrolet Corvette Z06

Current fastest car in the world on drag radials with a 208.23 ET, using a World Products Warhawk LS aluminum block.



If you need World Products, please contact Milestone Marketing.

MILESTONES IN RACING

George Ray's Wild Cat Hot Rod Drag Strip

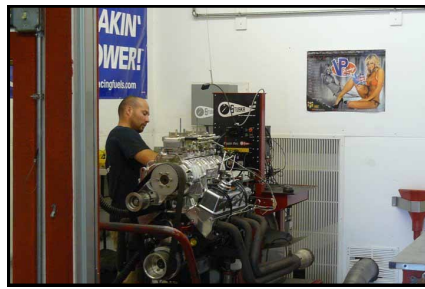
Touted as the "purest" drag strip left in America. Located in the town of Paragould, Arkansas, George Ray's is a virtual historic landmark operating on 3,000 feet of vintage concrete.



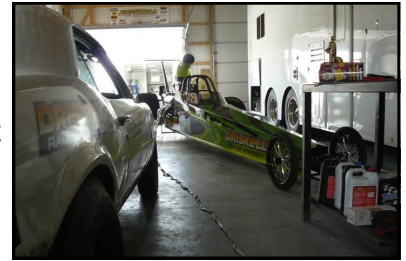
Opened 1961

Did you know that 2011 is already Del Worsham's best season ever in terms of round wins and race wins and we still have a lot of racing ahead of us?





Left: Engine coming together at Driskell Racing



Right: In-house contenders

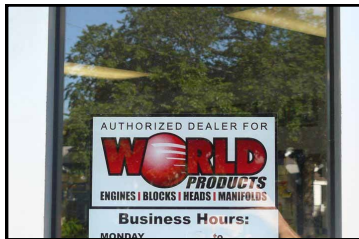
Where's Milestone?
Above: Driskell Racing Enterprises in Wellsville, KS
Below: Advanced Engine & Machine, a World Products Dealer in Salina, KS



Left: Advanced Owner Marc Brown taking care of business.



Right: An In-house beauty.



Milestone Marketing spent some time at the ADRL Drag Races in Topeka, KS. Fantastic and fast cars are the norm but here are some extra special ones.



On August 16th Milestone Marketing will be at Jobbers Warehouse in Minneapolis, Minnesota for the AERA tech and skills conference.



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"I'm still playing Hot Wheels only now mine's a 2,400-pound Mustang." Eric Medlen, Funny car driver for John Force Racing.

"Hey, I woke up on the green side of the dirt, so it's a good day." Andy Blemont about early days of racing.



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