



## **Lunati® Returned To Private Ownership**

Lunati staff made an interesting discovery at the recent PRI Trade Show in Orlando. They found out that many engine builders, former customers, and potential customers were unaware that Lunati had been restored to private ownership.

Thus they didn't know the company had returned to its roots as the Racer's Company, that the original factory-direct purchasing program had been resurrected, or that all the previous benefits of the Racer's Company were now available to them. These include contingency incentives for the racers, newly trained personnel, and acquisition of state-of-the-art equipment and production techniques.

Derek Scott, Lunati's Director of Operations said, "With the previous ownership, engine builders were unable to deal directly with Lunati, and we just want to get the word out that things are different now. We are actively seeking relationships with qualified engine builders, and we are adding the necessary resources to handle their needs." To this end, Lunati has appointed a new-account representative, Scott Davis.

Further, since achieving independent status, Lunati has introduced a new express custom-grinding service, an extensive inventory with parts available when needed, and a personalized, experienced tech support service. This valuable, free service is accessible either by telephone from 8:00 A.M. – 6:00 P.M. (CST) or at <http://www.lunaticams.com/ContactLunati.aspx>

Now, embarking on its fortieth year, Lunati continues to cultivate its identity as the foremost internal engine components manufacturer, providing "Premium products backed by a brand name at a value price."



**Scott Davis**  
New Account Representative

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