

Race Winning Brands Welcomes Cary Redman to their Team of Seasoned Professionals

February 2, 2022 - Mentor, OH – Race Winning Brands (RWB), a leading manufacturer of high-performance engine components for the automotive and powersports aftermarkets, is excited to welcome seasoned industry professional, Cary Redman, to the RWB family as Vice President of Sales –

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Automotive. Cary is no stranger to the automotive aftermarket with over 25-years' experience in the performance manufacturing and retail sectors working with veteran organizations such as Holley Performance, Mr. Gasket Co. and Edelbrock in sales leadership roles. Not limited to just his professional career, Cary's passion and involvement in automotive performance began at an early age, growing up in Michigan surrounded by automotive racing and manufacturing history. Much like the rest of the RWB team, Cary is driven by that passion to this day and applies it to the many valued customers, partners, and industry friendships he has grown over the years.

“As Race Winning Brands continues its growth through innovative products and strategic acquisitions of powerful brands, the addition of Cary Redman to our business comes at the perfect time,” noted Bob Bruegging, CEO of Race Winning Brands. “Cary is familiar with working with multiple brands and channels of distribution, which is a mutually great fit for his new role at RWB. I've known Cary since 2003 and am confident he will help us reach the next level of sales – working with our customers, product and marketing teams, and operations and sales personnel at all our divisions.”

Priding themselves in remaining at the forefront of the performance aftermarket, RWB's addition of Cary to the team further establishes their dedication to supporting their various automotive business channels. Cary will spend time with each of RWB's automotive brands to become familiarized with their leading components and technology, ultimately helping him champion customer relationships and sales and marketing initiatives.

“I am very excited to be part of the Race Winning Brands team,” commented Cary. “The brands that are associated with RWB are synonymous in the industry with high quality, race proven products. I will ensure I drive our vision of ‘Leading racers to victory and enthusiasts to enjoyment with Race Winning Parts!’”

Cary will be based out of RWB's Mentor, OH headquarters effective immediately.

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