



Race Winning Brands Tunes into Electronic Engine Management

May 11, 2022

Mentor, OH – Race Winning Brands, Inc. (“RWB”), a portfolio company of MiddleGround Capital, is excited to announce another milestone in the expansion of their performance product offerings with the acquisition of Haltech Engine Management Systems (Haltech). Following the recent performance transmission ventures, this acquisition represents the thirteenth add-on for Race Winning Brands.

Headquartered in the Sydney, Australia, Haltech specializes in electronic engine management systems for performance and racing applications. Covering a wide range of domestic and sport compact engine platforms, Haltech’s broad product offerings serve a critical need for modern performance customers’ engine control, monitoring, and tuning needs. Ranging from complete ECU and engine harness kits to digital displays and power distribution expansion, Haltech’s products are natural complement to RWB’s existing engine component offerings.

“Haltech’s mission is to empower automotive passion, and through joining RWB, we can now bring our technology to so many more people,” said Nathan Clark, Chief Operating Officer. “We are very excited to be part of this high-caliber, high-horsepower family and looking forward to being able to provide customers with complete performance solutions.”

Bob Bruegging, CEO of Race Winning Brands, stated “I’m extremely excited about bringing Haltech into our Family of Brands – we have products that build faster, stronger engines – and Haltech builds products that allow those engines to perform at their best! Located in Australia, this will also give us another base of operations outside the US to complement our Canadian and European Operations. Nathan and his team are a welcome addition to our growing family.”

RWB is proud to officially welcome Haltech to their group of iconic brands effective immediately. Haltech will continue to operate and serve their customers from their existing locations.

###

About Race Winning Brands

Race Winning Brands (RWB) is the leading manufacturer of racing and high-performance parts sold to automotive and powersports markets. RWB is the preferred source for high-end pistons, engine blocks, cylinder heads, intake manifolds, connecting rods, crankshafts, clutches and other engine and driveline-related performance components. RWB markets its products through multiple prominent brands including JE Pistons, Wiseco Performance Products, K1 Technologies, Diamond Pistons, Trend Performance, Rekluse Motor Sports, CV4, X2 Valvetrain, MGP Connecting Rods, ProX Racing Parts, Dart Machinery, Manley Performance Products, PAC Racing Springs, RevMax, TransGo, Transmission Specialties and Victory 1 Performance. RWB sells to a diverse and unmatched customer base of professional and sportsman racers, engine builders, enthusiasts, OEMs, automotive and powersports dealers and wholesale distributors. RWB is headquartered in Mentor, Ohio with sales offices and manufacturing operations in strategic locations throughout the United States, Canada, Europe and Asia.

For more information, please visit racewinningbrands.com