



Chicago Pneumatic

November 2010

CRANKED UP CONVERSATION

SEMA SHOW

Wrap-up

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INSIDE THE BAY

Wow, what a SEMA Show! It's nice to be back home though so the dogs can get a rest.

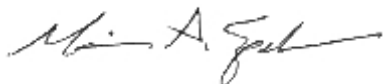
SEMA really kept us hopping, thanks for the support. We had a great time raffling off a bunch of CP7749 Limited Edition Impact Wrenches and enjoyed showing off our new CP7729 and CP7739 compact impact wrenches. Those little guys really turned some heads when the trigger was pulled and you could hear the power.

We also met some really great people who we're going to showcase in upcoming issues. I'd like to thank Kristin and Becky Sue for grabbing some of our big guns and posing for a few pictures. Becky Sue really had that Classic look standing next to our Classic display. They're the founders of the Gasoline Girls and you'll be seeing more of them in upcoming issues. I also met with a bunch of guys who really get into customizing everything possible on a ride. You'll be seeing some of their creative work in future issues too.

In the meantime, keep sending in your pictures and bio's so you too can be included in *Cranked Up Conversation*.

If you didn't get a chance to make it to the show this year, hopefully we'll see you next year Viva Las Vegas.

Read on.



Marvin A. Spehar
Marketing Communication Manager
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SEMA has again proven to be the hit show of the year. This year, attendance reached over 110,000 and there were over 34 miles of exhibit aisles. If you've never been to SEMA before, we highly recommend going next year. No matter what state the economy's in, the crowd is always there, the monorail is packed, there are too many cool cars to look at, and everyone has a great time.

After the show, there were slip track races in the parking lot, bands jamming outside, and an overall car-nival atmosphere going on throughout Vegas. It was electric. Anything that can be customized on a car or bike was proudly displayed. There was a Harley with a rotary airplane engine, subwoofers crammed in every corner of a MINI Cooper and of course, models everywhere.



We always enjoy meeting the men and women who use our tools. It is very rewarding to hear the stories about how customers have been using the same CP impact for seven, 10, and in some cases, 30 years. It's tremendous validation for the work we do to hear that CP provides quality durable products that continue to meet our customers' needs. Of course, we also met some people who use "the other guys" tools,

but that doesn't matter. What matters is that they were blown away by the new CP77X9 family of impacts. That's the CP7749 and it's

two little brothers, the CP7729 and CP7739 with 3/8" and 1/2" drives, respectively.

During the show, Chicago Pneumatic raffled off 15 CP7749 Limited Edition impact wrenches that were personalized with a free laser engraving. It was a lot of fun firing up the tools on the tool bar and making a bunch of noise before each drawing. That really drew a crowd. We even got assistance from neighboring booths to help us pick the winners. It was actually kind of funny to watch the girls scrambling through the crowd to get to our booth every time we fired up the tools. We made some friends at SEMA for next year, that's for sure.

We also had the opportunity to meet the cool girls of GasolineGirls.com. We had a great time with Becky Sue and Kristin as they got a chance to play with a CP797, one of the big 1" guns. I was hoping Becky Sue wouldn't drop it on her tiny foot, but she was a sport and posed for a few pictures. We're going to keep in touch with them, as Kristin will be a regular contributor starting in this issue. Look for her column on page 6 of this issue.

Overall, it was a great show. Hopefully, we'll see you there next year.





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THE GASOLINE GIRLS



SOUTHERN CALIFORNIA

During SEMA, a couple of ladies wandered into the Chicago Pneumatic booth admiring the new compact impact wrenches. It's not every day you see ladies ogling over tools...

These weren't just any ladies – they were the Gasoline Girls. The GasolineGirls is an all-female car club located in Southern California. Not only

do these girls drive their own classic cars, but they wrench on them too! The club formed after Kristin and Becky Sue met and decided they wanted to form an organization where like-minded ladies could learn together. The rest, as they say is history. The club has been active for just over six months and is gaining knowledge (and lots of friends) as they work on their rides together and attend car shows. Some of their recent projects have included prepping and finishing the metal on Lori's 1948 Ford F1 and replacing the transmission in Kristin's 1955 Studebaker Champion.

How did these girls get involved turning wrenches? While each Gasoline Girl has a different story, the ladies have found that with a few friends, some education, and just a little encouragement, many women enjoy learning to work on their own car. We'll bring you stories from the Gasoline Girls in future editions of *Cranked Up Conversation*! Until then, follow the girls' adventures on their website:

www.GasolineGirls.com.

Included in this edition of *Cranked Up Conversation* is an article from Gasoline Girls' co-founder Kristin Martin. Kristin documents her personal journey on her own blog:

www.myrideisme.com/Blog/category/grease-girl/.





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READER PROFILE: **BEN HICKS'** BMW 3.2L S52 HIGH-PERFORMANCE ENGINE BUILD



My work sample is a BMW 3.2L S52 High Performance Engine Build. I planned to complete this engine during the engine build class I was taking in the evenings at Cypress College and by utilizing the equipment and tools and instruction I had available there. The skills and techniques I planned to use were all the course material and instruction we would receive from our Engine rebuild instructor. This would be the first time I have ever attempted to do a project on this scale and this expense and I looked forward to it as it would be the best learning experience I could receive as I prepare for my career as an Automotive Technician. In evaluating my work, I believe I completed this project better than anticipated before I started and I am completely happy with the engine I built. The only changes I would make to my engine are the changes I had planned to do later due to lack of money to complete, i.e. adding a super charger.

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GREASE GIRL GETS IN TROUBLE

By: Kristin - GreaseGirl



Homebuilt Hot Rods

Car shows, car club, breakdowns, wrench nights, possible near death experiences, getting things fixed, and as always adventuring in the hot rod world these things and more are what've been goin' on for the past month as I've neglected my writing.

The month started with a car club meeting (I haven't told ya'll too much about them yet...I'll have to remedy that soon!) The following day was Bedlam Ball Car Show in San Pedro. Me and the other Gasoline Girls had fun hanging out together and seeing our buddies the Throttle Kings along with some other cool cars down in the port town of Los Angeles.

The next week included ongoing wrench nights to get Lori's truck finished, a 1948 Ford F1, as well as some work to be done to get Rosa's 1965 Ford Falcon working correctly again. In the meantime, Stude was tellin' me her front suspension was gone, really gone. After months of driving her knowing that her bushing were on their way out and then completely gone. With rain falling in LA and a nearly bald tire... I decided to park her so as to avoid losing her completely in a tire blow out or other accident.

A week later I'd collected parts and advice and Tommy from the Studebaker Shop helped me to rebuild the front suspension. This meant missing the Hot Rod Reunion I was planning to attend... but after driving a new Stude by the end of a day wrenching, I knew it was worth it!

Just as I thought I had Stude in good running order and was ready to start planning my next job on her, the brakes... what would happen??? That's right, the brakes went out! Losing 100% of my brakes (without an emergency brake to use) was one of the scariest things that's ever happened to me.





Continued,

The culprit was the rear rubber line running between the steel line and back tire. A simple \$8.50 part. I'll tell you more about the brakes in a later story but thankfully I and the Stude got through that with no harm done.

The next day I spent fixing the brake issue instead of attending the Southwest Studebaker Meet... but a girl has got to have brakes! By Saturday morning Stude was back on the road, along with the other Gasoline Girls, to join the Mojave Mile heading up to Winfield's place for the yearly Winfield & Watson Custom Car Show.



Meeting up with 100+ cars on our journey up to Mojave was very fun! Our adventures weren't over yet! This was Lori's F1's maiden voyage... as fate would have it she didn't quite make it. The Gasoline Girls had to pull out of the Mojave Mile (along with a couple of very nice fellow's from the Coachmen's Car Club) to take care of a fuel issue. We eventually made it up to Winfield's with the F1 on a trailer. The weekend was spent enjoying the people and cars at the show, as well as fixing the fuel issue (you can read all about it on the Gasoline Girl's blog post!)



By the end of Sunday us and our cars all made it home safe and sound. I won't be getting too much rest though... It's time to plan a brake overhaul with a dual-reservoir master cylinder, braided lines, and an E-brake, no more losing brakes for me! Stay tuned as I catch up on writing, attend SEMA, and continue on my hot-rodding adventures!

Until next time... Happy Trails,

Grease Girl



As kids everyone wanted to be on the cover of *Sports Illustrated* or on the front of a Wheaties® box. We can't all be Michael Jordan, but Chicago Pneumatic can offer you the next best thing! Your mug on the cover of *Cranked Up Conversation*. Send us photos of you in front of your shop, working on a car, modeling with your classic Mustang, Corvette, Camaro, Dodge or motorcycle. Bonus points will be added if you're holding a CP tool – this is *Cranked Up Conversation* we're talking about here. So, show off your ride, your shop or your tool box to our thousands of readers and be the envy of your friends and colleagues. Send your submissions to marvin.spehar@cp.com. Good luck

A graphic for the 'Cranked Up Conversation' contest. It features a silhouette of a person's head and shoulders against a textured, brick-like background. The text 'CRANKED UP CONVERSATION' is written in a bold, slanted, sans-serif font at the top. Below the silhouette, the words 'YOUR PICTURE HERE' are written in large, bold, white, block letters. At the bottom left, the email 'cp.teamUSA@cp.com' and phone number '1.800.624.4735' are listed. At the bottom right, the slogan 'High-performance products. Designed for you!' is displayed. A small Chicago Pneumatic logo is visible in the bottom right corner of the graphic area.

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SCHOOL CHALLENGE



Send us a picture of you, or your class, using Chicago Pneumatic tools, your ride, or anything that you think will crank up the Cranked Up staff and you could win. Entries will be judged on creativity, so make it good. Winning schools, and top entries, not only win cool prizes like gloves, hats, tools, and other stuff, but can also end up on the cover of a future issue of Cranked Up Conversation.

We have plenty of prizes to give out so get your engines running. This contest will run through May and the winning and top entry prizes will be given out every month.



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