

Supashock takes out V8s supply victory

RICHARD EVANS



REVVING UP: Adam Gillick (Pedders), Shane Howard (Supercars), Les Schearn (Supashock) at the Superloop Adelaide 500

A GO-AHEAD Adelaide engineering outfit has clinched a deal to supply all V8 racing cars in every race in Australia with its hi-tech shock absorbers.

“Every V8 car that finishes first, and last, over the next five years will have our controlled dampers,” said Supashock director Les Schearn.

The dampers will make their official race debut at the Superloop Adelaide 500 on the city’s Victoria Park racetrack today.

The Holden Hill headquartered company, which plans to double its workforce over the next five years, was lauded by Supercars chief operating officer Shane Howard who said the V8 deal came about partly as a result of a new multi-year sponsorship deal between Supashock and Australian suspension specialist Pedders.

“Our commission required us to go through a tender process for the V8 dampers and Supashock beat off international competition. We are always looking for improvements,” he said.

"It's come together because of the partnership between Supashock and Pedders. It's a great success story for SA."

A trial run for all 24 cars due to compete at Victoria Park took place at the new Tailem Bend racetrack on Tuesday.

"There was not one fault, it was a perfect test run. It's a great result for Supashock and for SA," Mr Howard said.

The alliance between is a big push to enhance the Pedders brand in its 70th year said Pedder's brand and marketing senior executive Adam Gillick.

Supashock founder and managing director Oscar Fiorinotto said his company's roots run deep in Australian and global motorsport.

"It is what our business was founded upon. We are excited to bring an Australian made product alongside our knowledge and experience to the Virgin Australia Supercar Championship in what we think will result in tight, exhilarating racing.

"Supashock takes product innovation to the next level with advanced engineering, manufacturing and testing facilities. Continuous improvement is what we strive for, and we have built our reputation around delivering excellence to our customers through our original equipment manufacturer, aftermarket, 4x4 and defence technologies."