

FOR IMMEDIATE RELEASE

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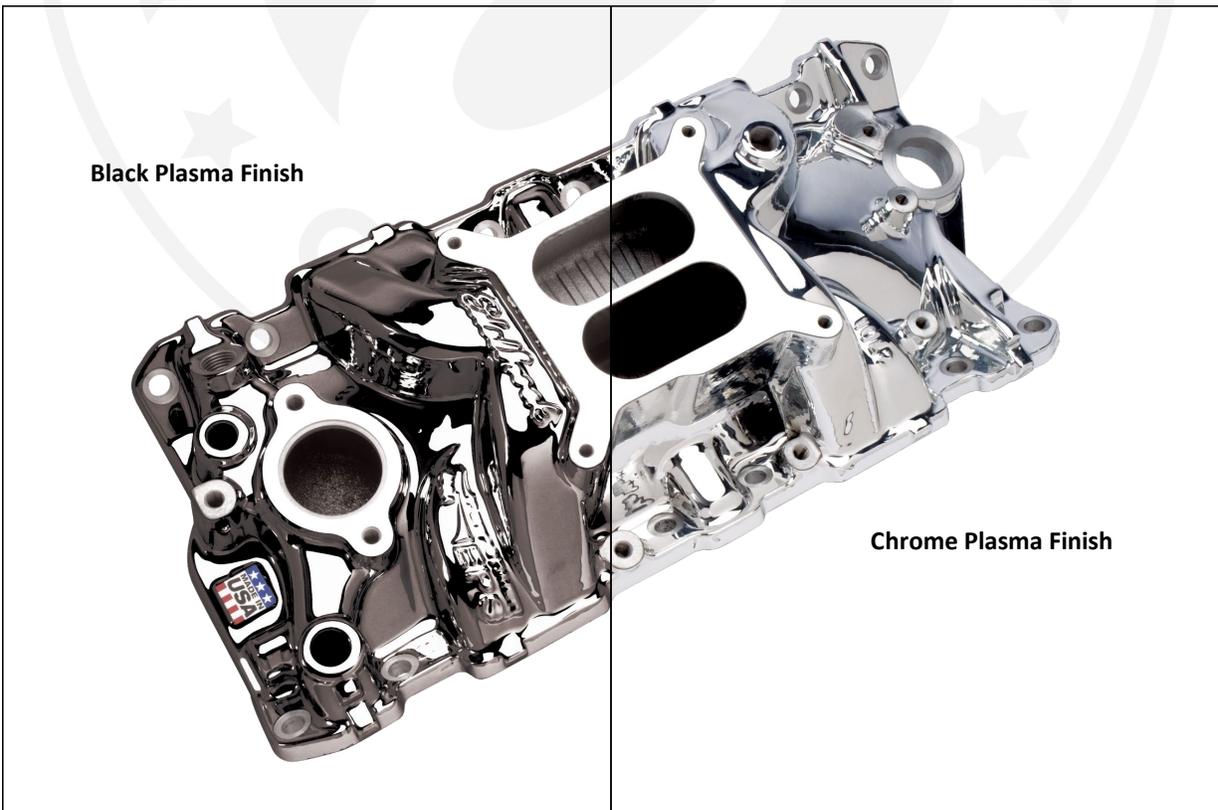
Edelbrock® Introduces Black Plasma™ and Chrome Plasma™ Finishes for Their Most Popular Intake Manifolds and Carburetors

Olive Branch, MS – Edelbrock has been the leader in both the intake manifold and carburetor markets for decades, and now they've broadened their lineup with two new finish options – Black Plasma and Chrome Plasma.

Black Plasma is a smooth and deep, dark glossy finish that takes on character from surrounding colors. A seven-stage pre-wash ensures the cleanest substrate for ultimate adhesion, and a four-stage fully automated unique coating process leaves an incredibly glossy finish with virtually no contaminants. The final stage is a clear powder coat for long lasting durability. Black Plasma is simple to keep clean and will enhance any engine build with a modern up-to-date look.

Chrome Plasma is mirror-like glossy finish that add flash and shine to any engine. It is a much improved version of Edelbrock's popular EnduraShine Finish. Like the Black Plasma process, Chrome Plasma uses a seven-stage pre-wash, followed by the four-stage coating process that leaves a shiny metallic finish without contaminants, and then completed by a clear powder coat final stage for long life and endurance. The new Chrome Plasma is also easy to maintain – just wipe with a micro-fiber towel and go.

Look no further for your new intake manifold – visit www.edelbrock.com for available applications.



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Quick Facts

Product: Edelbrock Black Plasma and Chrome Plasma Finishes for Intake Manifolds and Carburetors

Part Number: Visit www.edelbrockgroup.com/new-products

UPP Price: Visit www.edelbrockgroup.com/new-products

Social Media Pitch: Edelbrock adds two new unique finish options to its intake manifold and carburetor top sellers – Black Plasma and Chrome Plasma.

Features & Benefits:

- Black Plasma high gloss dark finish takes on character from surrounding colors
- Chrome Plasma adds a long lasting metallic shine and durability
- Automated seven-stage pre-wash and four-stage coating process add ultimate adhesion and shine
- Final clear coat adds longevity to popular intake manifolds and carburetors



About Edelbrock

For more information about Edelbrock and other Edelbrock Group™ companies, visit www.edelbrockgroup.com.

