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**Edelbrock Group Introduces Lunati As Its Sixth Power Brand**

**For Immediate Release:**

**Olive Branch, MS —** Edelbrock Group™ formally announces Lunati® as the sixth power brand in its portfolio. Although Lunati has been a part of the Edelbrock Group (and previously the Comp Performance Group) since 2008, all operations are now fully integrated and upgraded. No logistical or procedural changes will be made as the brand is already housed and operated from the Edelbrock Group headquarters in Olive Branch, Mississippi.



Lunati was founded in Memphis, Tennessee, by former drag racer Joe Lunati in 1968, when he left his job as a production engine builder to open a cam shop. Lunati found a niche in grinding racing cams for Sportsmen drag racers and circle track racers in the Mid-South. By the mid-1990s, Lunati Cams and Cranks grew to a sizeable, profitable operation and was sold to a carburetor company. After losing profitability, COMP Performance Group bought it and rescued the Lunati name. Initially, Lunati was run as a separate entity with its own proprietary grind designs, which are still offered today.

Edelbrock Group Vice President of Sales and Marketing Mark Campbell explained the reason for the announcement. “Bringing Lunati into the power brands will grow our offerings to all customers,” Campbell stated. “Expanding the crankshaft and connecting rod line up will be a big focus along with the rotating assemblies while also giving more options when it comes to camshaft designs. Lunati is a strong racer brand, and we will continue to grow that message with this and the other EG brands.”

As mentioned before, there are no operational changes due to this announcement, and customers can expect the same outstanding services. All Lunati branding will remain in place, but it now becomes the sixth power brand under the Edelbrock Group umbrella. For more information and to see its products, visit the newly updated website at <www.lunatipower.com>.

**About Edelbrock Group**

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