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Edelbrock Names AERO Its Official Car Care Line

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By aftermarketNews staff

Vic Edelbrock Jr. endorses International AERO Products, and names AERO the Official Car Care Line of Edelbrock. AERO products will be used exclusively on all Edelbrock transporters, display vehicles, race cars and test vehicles.

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BELLFLOWER, Calif. - [International AERO Products](#) has announced that its line of car care products has been endorsed by Vic Edelbrock Jr. This strategic partnership now makes AERO the official surface care company for [Edelbrock](#) and Edelbrock racing.



International AERO Products will be used to detail all Edelbrock vehicles, including its mobile displays seen at car shows around the country, Edelbrock's R&D vehicles, Vic Edelbrock Jr.'s personal cars and the vintage sports cars on the Edelbrock race team. Every Edelbrock transporter will also carry International AERO Products.

"I'm pleased and excited to endorse AERO as the official Edelbrock car care line," said Vic Edelbrock Jr., CEO and president of Edelbrock LLC. "Every vehicle we own - from our transporters to our race cars and my personal daily driver - has to be spotless. It's part of our mission to be the absolute best in the business. After using the AERO products we were thrilled with the quality: from the formulas to the packaging and the fact that they're made here in the USA, they represent all the same core values that Edelbrock has stood for since 1938. With that in mind I'm proud to put my name on every bottle and look forward to helping AERO show enthusiasts how good car care products can be."

International Aero - one of the world's largest private jet detailers - has been detailing aircraft fleets for corporate, VIP and head of state flight departments for nearly 30 years at locations around the world. Now, the same products that AERO developed to detail the fastest and most expensive aircraft in the world are available for vehicles. The Edelbrock endorsement came about after the seminal performance parts manufacturer tested AERO products on its in-house race cars and R&D vehicles. Now, every bottle of AERO will wear the famous red Edelbrock badge.

"We are thrilled to be working with Vic and the Edelbrock team," said AERO founder Jonathan Saltman. "We are very proud of our new line of car care products, but to have Vic Edelbrock use them on his own cars and give them his stamp of approval is a tremendous endorsement, this is a man who has built a career on delivering high-quality products that deliver on their promise, and we run AERO the same way. On a personal note, I have been using Edelbrock parts for years on my hot rods, so it has been a personal thrill as well."



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International Aero Products will be mobilizing consumer marketing teams all over of the country that will visit car shows, auto stores and car clubs. The teams will also plan special events and product demonstrations. All of the AERO vehicles will feature Edelbrock branding, and Edelbrock trucks will stock AERO product at shows and events.

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