

WHERE IT ALL STARTED

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MOROSO PERFORMANCE PRODUCTS

Although the Moroso Performance Products name is now known internationally, the company got its start quite humbly. Back in the early '60s, a man by the name of Dick Moroso was enjoying being an automotive enthusiast. His desire to make his own car faster, however, took him down a path that would forever impact the industry he loved.

From Moroso's parents' basement in Greenwich, Connecticut, he put his engineering mindset to work and fabricated prototypes.

"Other racers kept asking Dick where he was getting his parts, so he went into business and "Speed Associates" was born," explained Thor Schroeder, Marketing Manager at Moroso. "Dick wasn't content with the rate the business was growing, and the world got its first taste of his entrepreneurial side." A staged photo session at a local car dealer helped not only bring publicity to the company he co-owned, but also gave it the illusion of being a larger enterprise.

Simultaneously, Moroso acquired a nearly new, fire-damaged '61 Corvette. During his '62 drag racing season, Moroso took home a class win at the U.S. Nationals and went on to race extensively at facilities in the Northeast. He won Modified Production and Modified Sports Production championships, and, inspired by his success, struck out on his own with Moroso Performance Products in '68.

"In 1971, with Moroso Performance Products on its way to becoming a multi-million dollar operation, Dick decided to stop racing and concentrate all his efforts on his business," added Schroeder. "The company's oil pans, tall valve covers, and front drag tires were the norm at every drag strip. On the street, enthusiasts wanted the technology and look that Moroso products afforded."

Focused on long-term growth, a dedicated headquarters building was designed from the ground up. The 50,000-square-foot complex located in Guilford, Connecticut, was opened in '78 and a second 20,000-square-foot addition was completed just eighteen months later.

Currently, Moroso employs approximately 150 members of its team. With an impressive array of over 5,000 production part numbers, Moroso offers a complete line of products including oil pans and oiling systems, ignition components, valve covers, fuel system equipment, air cleaners, hard-core racing tools, chassis and suspension equipment and more—one look at the company's catalog and you'll be amazed how widely ranging the products lines are.

"The company also owns Moroso Wire Technologies, a state-of-the-art ignition wire manufacturing facility in Philadelphia, Pennsylvania," noted Schroeder, proud of Moroso's growth. "The combination of highly skilled craftsmen and highly accurate machinery guarantees that the tradition of quality started by Dick Moroso over 49 years ago will continue throughout the coming decades."

Over the years, Moroso Performance Products has been directly involved in everything from NASCAR to NMCA, circle track to road racing, and so much more. In '02, Rick Moroso, son of the late Dick Moroso, won the NMCA Hot Street championship and Moroso has been a proud contingency sponsor of the NMCA Drag Racing series since '08. **FSC**



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