

CURRENT

Silent Running

Although Silent Running was originally meant for use in the marine industry, it didn't take long for hot rodders to discover it.

"I was at a marine trade show and a gentleman came by and says he had a hot rod and asked me if this product would work for that," says **Marc Doheny**, the company's product manager. "I said it would and he said he thought it would be perfect for that market. He told me, 'I want my hot rod quiet inside for me, but loud to everyone else.' That made me realize that this was a market that could really benefit from this product."

Silent Running is a high-performance, water-based vibration and sound-dampening liquid that is applied to wheel wells, doors, rockers and trunks. It can be sprayed, brushed or rolled, and is designed so that it takes up less space and is lighter than traditional mats and wraps.

"This is a vibration dampener. It reduces vibration, and by reducing vibration it reduces sound,"



Doheny says. "It can be used on any part of the car that's sheet metal, basically anything body-related: door panel, firewalls, interior, etc."

Although the product wasn't originally designed for the hot rod market, Doheny says that hot rodders have really taken a shine to it. This was the first year the company exhibited at the HRR Trade Show.

"We are diversifying and we figured this was a good show for us to come to," Doheny says. "These guys do one car at a time, and if they're going to take the time to do the job right, that's a perfect customer for our product."

SUGGESTED RETAIL PRICE: \$59.99 (gallon)

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