



## 100 Years of Quality and Customer Satisfaction

**San Dimas, Calif (February 2023)** Taylor Cable Products is turning 100! The company kicked off its 100th Anniversary celebration at the Grand National Roadster Show in Pomona, California. "This is a prestigious show and a favorite of ours because it draws the enthusiasts that Taylor Cable products cater to so we couldn't think of a better place to commemorate the occasion," said Marketing Director, Kelli Murrow.

Founded in 1923 by John Taylor, the company became renowned for its invention of the universal battery cable as we know it today taking a product specific to an automobile application and reducing the need to manage the product line across multiple applications. With this success, it was not long before high-performance ignition wire sets joined the Taylor Cable product line. Taylor Cable Products have become iconic in the automotive and race markets with a passionate following among enthusiasts who appreciate the quality and performance that their products offer. "We are always looking to push the envelope and provide our customers with the best possible experience, and we appreciate the loyal customers who have supported our brand all these years and those who will continue to drive us into the future.," said Jeff Stacy, V.P. of Sales.

To celebrate 100 years in business, Taylor Cable will be giving away promotional items and prizes at shows throughout the year and offering a series of Limited Edition 100<sup>th</sup> Anniversary Spark Plug Wires. Be sure to check out their website or social media pages for more information!

For more information, press only:

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Taylor Media Page: <https://pertronixbrands.com/pages/taylor-100-years>

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### **PerTronix Performance Brands**

PerTronix Performance Brands houses the automotive aftermarket's top-shelf manufacturers of performance products including PerTronix Ignition Products, Taylor Cable, Aeromotive Fuel Systems, Waterman Racing Components, JBA Performance Exhaust, Doug's Headers, Patriot Exhaust, Compu-Fire, and Spyke. From ignition products to exhaust systems for Hot Rods, Custom and Muscle Cars to late model cars, trucks, and motorcycles to complete fuel systems for street, strip, track, and offroad, PerTronix Performance Brands' industry savvy and expertise provides the spark, horsepower, sound, fuel, and unrivaled performance for nostalgic to modern and race enthusiasts alike.