



Southern Car Parts Establishes Itself as MGP Caliper Cover Master Distributor

Marshall Genuine Products and Southern Car Parts enter in to Master Distribution partnership for complete line of MGP Caliper Cover products.

Marietta, GA ([PRWEB](#)) January 02, 2012 -- Southern Car Parts (SCP) and Marshall Genuine Products (MGP) have announced a master wholesale distribution agreement between the two companies. This agreement will allow for SCP to become a distributor of MGP Caliper Cover products for a wide range of vehicles, including but not limited to: the Chevrolet Corvette, Chevrolet Camaro, Dodge Challenger, and Ford Mustang. Southern Car Parts has been in the automotive aftermarket business since 2005, and in that time has built a sterling reputation. Initially specializing in [Corvette parts](#) and accessories, SCP experienced terrific year over year growth with a business model focused on customer satisfaction and efficient business execution. The expanding customer base eventually grew to include not only Corvette Performance Parts but also performance accessories for the fifth generation Camaro, Dodge Challenger, Ford Mustang, and the Nissan 350/370Z and GT-R communities as well. During this time SCP established a reputation for friendly service, competitive pricing, and quick turnaround. Working with local Corvette clubs around the country, sponsoring events and providing discounted pricing, Southern Car Parts has become a go to stop in the aftermarket performance parts shopping experience.

Southern Car Parts began selling [MGP Caliper Covers](#) line of automotive caliper covers in October of 2011 and immediately pursued full dealership status based on the quality and attractiveness of the product, as well as the outstanding reputation that MGP had accrued. MGP, which is located in San Diego, California and does all its production and machining work in house, began producing caliper covers as a project by MGP President Mike Barland to find a solution to the trend of widening window styles on aftermarket wheels and the exposed calipers that they resulted in. What followed was more than four years of testing and development performed by automotive enthusiasts with more than 26 years of engineering experience, and one of the most beautiful, functional, and durable automotive products on the market today.

Marshall Genuine Products' caliper covers address the very clear issue of exposed calipers—one of the most obvious eyesores on any vehicle today. Before MGP began producing these covers the solutions available on the market were few, and none were of the quality that a world-class vehicle warranted—plastic, or, attaching with tape and prone to falling off. MGP's caliper covers found solutions to these issues of quality and in doing so are the premiere solution on the market today. Each MGP caliper cover is manufactured from aerospace grade 6061-T6 aluminum which is both extremely heat resistant and durable. The caliper covers are finished with a powder coating as well, to ensure that they'll retain their look and beauty for years and years to come. All engraving is done with a machine fast engraving system, and is licensed directly by various automotive manufacturers like GM and Ford.

Southern Car Parts felt that going all the way with the necessary commitment to become a master distributor was necessary with Marshall Genuine Products as well as this allowed SCP access to MGP's full line of carbon fiber finish caliper covers. These caliper covers, like all others, are manufactured from the same high quality aluminum but are finished with a carbon fiber weave graphic pattern. This look is in line with the world's premiere sport vehicles and their use of carbon fiber for both its functionality and beauty. These caliper covers are beautiful and functional, and will provide any show quality automobile with the ultimate finishing touch to highlight both the vehicle and its wheels. Sale of these carbon fiber finish caliper covers is limited to very few vendors as well, and SCP is one of only four companies with access to this unique and attractive finish option. This exclusivity of product line is certain to help drive sales at SCP for the entire MGP line.



Of course, Marshall Genuine Products' caliper covers are not just a cosmetic upgrade either. MGP caliper covers provide a channel over the caliper and the brake that act as a vent for the hot air coming off of the rotor. This vent helps to keep braking temperatures down in extreme driving conditions just like the covers that come installed on multiple-thousand dollar big brake kits. This extra air ventilation has resulted in drops of braking temperatures by as much as 50 degrees Fahrenheit under extreme braking conditions. In addition to this heat reduction, which also results in reduced brake fade, caliper covers also help to reduce brake dust from accumulating on the wheels. By doing this, caliper covers not only provide beauty on their own but they also help to keep the rest of the vehicle cleaner and more attractive by proxy.

Southern Car Parts intends to continue to serve the markets that they have been for the last 6 years, but are excited to include new customers and new markets in their expanding line up of products. The wide range of automotive applications available through Marshall Genuine Products' caliper cover

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