

Wash and Wax Brand Voodoo Ride Acquired by Automotive Accessories Leader Pilot

Pilot to leverage strong distribution channel to grow global Voodoo Ride brand in the US market specifically targeting largest consumer generation -- millennials.

City of Industry, CA ([PRWEB](#)) September 08, 2016 -- Founded in 2007, U.S. based Voodoo Ride, an automotive appearance and lifestyle brand with distribution in North America, Europe, Asia, Australia, and the Caribbean, was acquired by Pilot, Inc., a global leader in automotive accessories based in City of Industry, California.

Voodoo Ride will complement Pilot's portfolio of automotive and electronic brands including Rolling Big Power (RBP) (<http://www.rollingbigpower.com/>), Pilot Automotive (www.pilotautomotive.com), Pilot Electronics (<http://www.pilotelectronic.com/>), and DC Sports (www.dcsports.com).

The automotive Appearance Chemicals category is very attractive to Pilot due to continued growth and wide appeal to consumers. The category is one of largest in the automotive space with growth that has exceeded 4% in the past year, 52 weeks ending July 30, 2016, according to NPD Group. Voodoo Ride will inject new energy in the category for retailers which have had the same brands for many years. The Voodoo Ride brand is poised to offer unique auto cleaning solutions for today's consumer.

“Our entire team is thrilled to have such a high quality, energetic brand such as Voodoo Ride in the Pilot product portfolio, as we look forward to immediately expanding distribution in the US, and other global markets,” said Scott Webb, Chief Operating Officer of Pilot. “Last year's licensing partnership with Rolling Big Power was the first step in a multi-year journey of adding exciting and powerful new brands to the Pilot family. Voodoo Ride fits perfectly with our brand expansion strategy that fuels our growth.” added Webb.

Pilot will be showcasing all brands, including Voodoo Ride at the 2016 SEMA and AAPEX shows during the first week of November in Las Vegas, Nevada, at booths #20013 and #3061.

About Pilot Automotive <http://www.pilotautomotive.com/>

Founded in 1984, Pilot is an award-winning leader in aftermarket accessories for cars and trucks, and electronics accessories. They are best known for bringing to market unique and innovative products. Their headquarters in the City of Industry, California, is home to their in-house design and marketing, R&D and engineering, category management, and merchandising teams.

About Voodoo Ride <http://www.voodoooride.com/>

Founded in 2007, Voodoo Ride is a rapidly growing automotive lifestyle and products brand that features a full-line of automotive chemical appearance products and branded apparel and accessory items. Voodoo Ride has global distribution including North America, Europe, Asia, Australia and the Caribbean.

Source: The NPD Group / Retail Tracking Service

If you would like more information about this topic, please contact Sam Lee at [samlee\(at\)pilotautomotive\(dot\)com](mailto:samlee(at)pilotautomotive(dot)com)



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