



STEWART WARNER POWER SERIES™ INSTRUMENTS FOR TODAY'S & YESTERDAY'S MUSCLE CARS

Maxima Technologies, the group enterprise that produces the Stewart Warner, Datcon and AST brands of vehicle instruments, has launched a new product line called Power Series™ based on the company's classic Stewart Warner Custom-Deluxe line originally used on Big 3 muscle cars. The Power Series™ has been developed for the street performance and street rod markets, as well as classic muscle cars, with updates in technology for today's vehicles.

([PRWEB](#)) March 7, 2003 -- LANCASTER, PA.--November, 2002. Maxima Technologies, the group enterprise that produces the Stewart Warner, Datcon and AST brands of vehicle instruments, has launched a new product line called Power Series™ based on the company's classic Stewart Warner Custom-Deluxe line originally used on Big 3 muscle cars. The Power Series™ has been developed for the street performance and street rod markets, as well as classic muscle cars, with updates in technology for today's vehicles. In the '60s, Stewart Warner Custom-Deluxe instruments were used in Corvettes, Corvairs and Mustangs, to name a few.

Four kits are being offered: 1) Five-gauge electric (programmable speedometer, voltmeter, fuel-level gauge with sender, water temperature gauge, and oil pressure gauge), 2) Six-gauge electric (programmable speedometer, tachometer, voltmeter, fuel-level gauge with sender, water temperature gauge, and oil pressure gauge), 3) Five-gauge mechanical (programmable speedometer, voltmeter, fuel-level gauge with sender, water temperature gauge with 6" capillary tube, and oil pressure gauge with tubing kit), and 4) Six-gauge mechanical (programmable speedometer, tachometer, voltmeter, fuel-level gauge with sender, water temperature gauge with 6" capillary tube, and oil pressure gauge with tubing kit).

Three trim colors are available--burgundy, titanium or blue/gray--to match the typical color schemes of '60s muscle cars. Each instrument includes a silver disk in the center featuring a unique, ingrained circular pattern for added texture. Pointers are white with a black base, and pointer hubs include a matching silver cap. Bezels are stainless steel. Instruments also feature silver-on-black graphics in a distinctive muscle car style font.

The Power Series™ line was introduced at the 2002 NSRA Nationals and is now available for sale. Craven Mabrey, Director-Aftermarket & Distribution Sales, notes that, "The Power Series™ is an exciting update to a Stewart Warner product line that was sold in the 1960s and 1970s. We got the idea to reintroduce the product line from the fact that the original versions are being traded on the internet and they seem to have retained their popularity and appeal. And since the Power Series™ is based on our original platform and original components as opposed to being knock-offs, what could be better for a muscle car owner?"

Stewart Warner is a high-quality brand of vehicle instruments produced by Maxima Technologies. Since 1905, Stewart Warner has been a leading supplier of automotive instruments and senders for O.E.M. and aftermarket customers. Maxima is a full-service, global electronics company specializing in electronic controls, vehicle instrumentation and components for off-highway, specialty vehicle, industrial and on-highway vehicles. The company is ISO 9001 and QS-9000 certified.

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