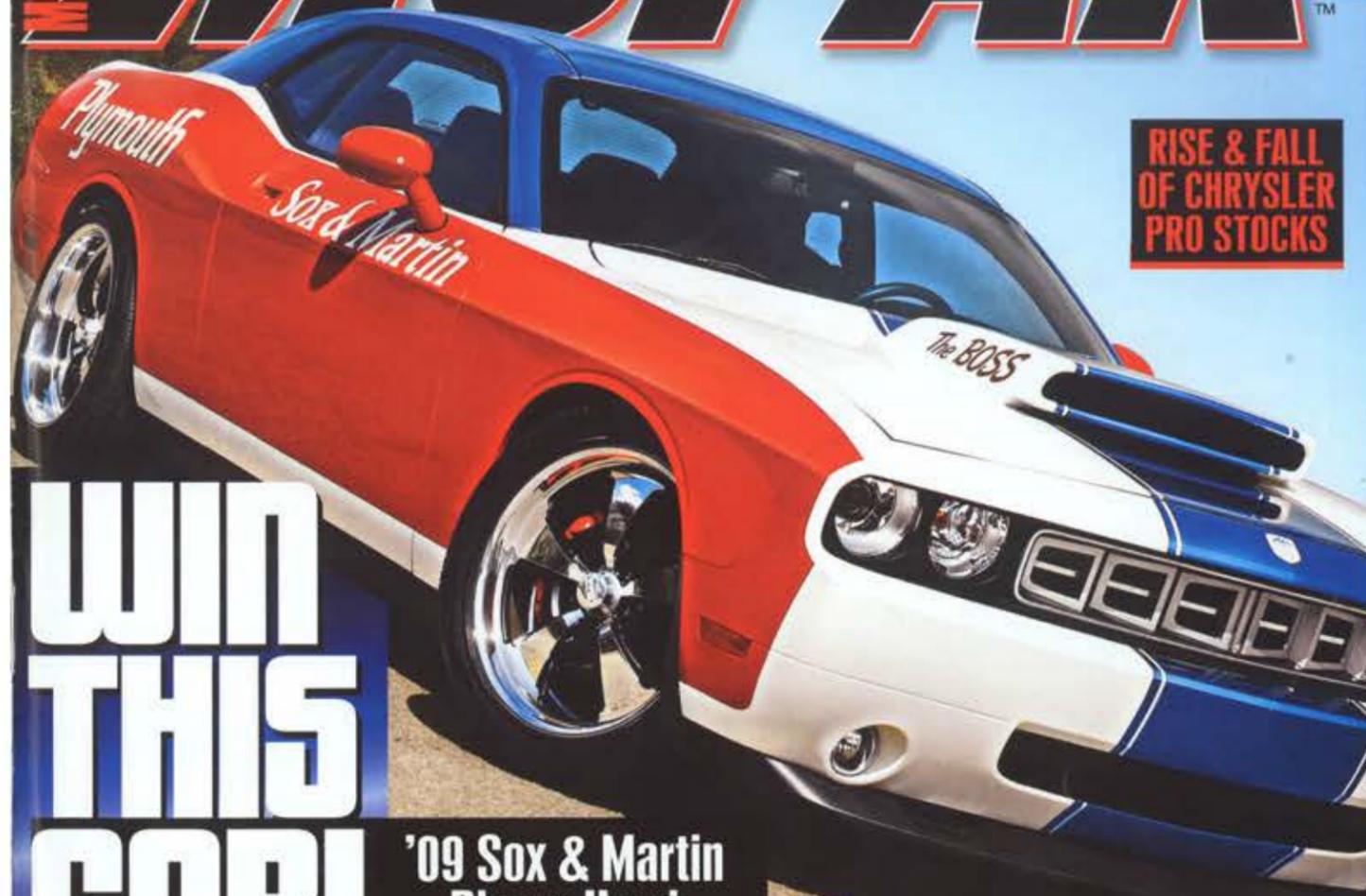


AUG 2010

MOPAR ACTION

# MOPAR ACTION™



RISE & FALL OF CHRYSLER PRO STOCKS

# WIN THIS CAR!

'09 Sox & Martin Blown Hemi Super Street 'Cuda

### STREET SCREAMERS

- » BIG BLOCK VALIANT
- » 392 3G HEMI 'CUDA
- » 3G HEMI FURY

### TRACK TERRORS

- » MOTOWN MISSILE
- » SOX & MARTIN RADICAL '73 DUSTER
- » WORLD RECORD '65 W051 CORONET

### TECH STARTS HERE

- GREAT AMERICAN HEADLIGHT SHOOTOUT
- ON-RAILS HANDLING FOR '73 & UP MOPARS

## NATS SOLD & B OF SHOW

A CLOSER LOOK

MOPAR 855003  
 AUTO\*\*SCH 3-DIGIT 600  
 04/01/11  
 \$20  
 \*\*\*\*\*  
 JENNIFER RHINEHART  
 1012 MORNINGSIDE DR  
 ROUND LK BCH IL 60073-1533  
 PRESENTED BY  
 US POSTAGE PD  
 DANVILLE KY  
 PERMIT NO. 327



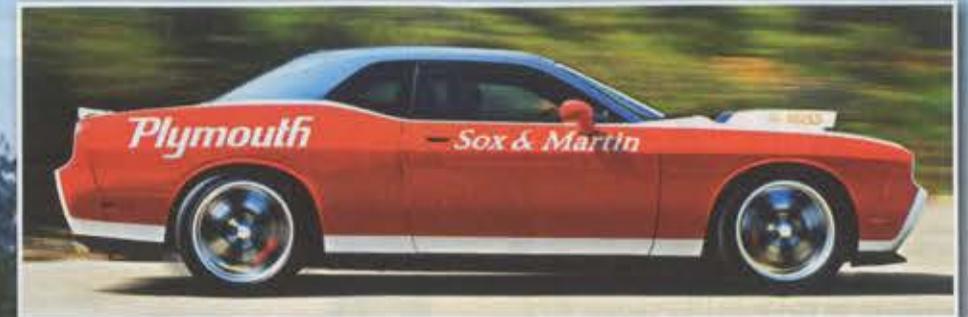
Printed in USA



TURNKEY CUSTOMS DEPT.

# BOSS RIDE

A tribute Sox & Martin blown Hemi "Cuda" for 25 bucks. Best deal since the 5-cent cigar.



Custom 20-inch Keystone Classic-style wheels were created for this car. You can see them if you hold this page under a strobe light to freeze the action.

**By Bill Woods**

Photos by Harvey Schwartz

**B**aseball and football fans honor their heroes by wearing sports jerseys emblazoned on the back with names and numbers like "Jeter 2." Car guys honor their motorsports heroes by collecting photos, tiny models or building clones of their hero's race cars—like a '68 Sox & Martin S/S 'Cuda. Or, try a new turnkey street custom that's a modern interpretation of a Sox & Martin Pro Stock—sort of what Chrysler probably would have built if the dynamic duo were racing

*Mr. Norm's Garage Sox & Martin 'Cuda, unlike S&M clones, has the stamp of approval from Diane Sox and Buddy Martin.*

today. It's called the Sox & Martin Super Street Edition, and it can be yours for a mere \$25 (and a little luck). Such a deal.

If you were at the '09 Mopar Nats, you would have seen the unveiling of the Mr. Norm's Garage-built Sox & Martin match race prototype 'Cuda, based on a '09 Challenger SRT8. We featured that car in our February, 2010 issue. Creating that concept was a joint effort between Bill Sefton and Mike Staveski, of Mr. Norm's Garage, Diane Sox and Buddy Martin. Goals set for the car included authentic appearance, true to the S&M legacy. The match racer still is under development, along with the Mr. Norm's Legend X match racer, with the plan that they eventually will race each other at Mopar events.

A key part of the Sox & Martin program, as conceived by Staveski, Sefton, and Sox and Martin, was that a limited run of street version S&M 'Cudas would be offered to the public, with a portion of the proceeds from each vehicle going to the Ronnie Sox Foundation. The Foundation was created by Ronnie's wife, Diane and Buddy Martin, and is administered by Diane, in memory of Ronnie who passed away in 2006 from prostate cancer. The Foundation gives the lion's share of its proceeds to the St. Jude Children's Research Hospital, as well as supporting various cancer awareness programs. You can find out more by checking out [www.ronniesox.com](http://www.ronniesox.com)

The Sox & Martin Super Street Edition, a new model added to the Mr. Norm's Garage Collector Series Sox & Martin Hemi 'Cudas, is based on a new Challenger SRT8 that comes with a Kenne-Bell 2.8L supercharger/intercooler package. Horsepower with the auto trans is 605, while 6-speed manual fans get 625 ponies. The K-B deal is very



1971-style 'Cuda tail panel and lights is a bolt-in replacement for the stock Challenger components. "Sox & Martin" badge replaces the stock SRT8 emblem.



Pro Stock-style scoop was grafted onto the '09 Challenger hood. The Challenger is "Cudaized" by Mr. Norm's Garage.



Details include S&M shield on front fascia, logo on backs of reskinned seats and on floor mats, pistol-grip shifter and dash plaque.

docile. You don't even know it's there until you jump on it. Also included is a Corsa cat-back dual exhaust.

The suspension is lowered 1" front and rear with a Hotchkis lowering kit, which comes with lightweight 1.5" front and 3/4" rear hollow swaybars that are 100 and 150 percent stiffer respectively than stock.

Exterior mods include Mr. Norm's Garage "'Cuda" package on the LC Challenger. You get the '71-style 'Cuda grille along with the same-year style tail panel and taillights, plus the 'Cuda-style quarter panels with the familiar horizontal character line. The '70 Pro Stock-style hood scoop used on S&M cars is mated to the Challenger hood. Small, but cool details include a Sox & Martin shield to replace the ram's head on the top of the front fascia, and a S&M badge that swaps for the stock SRT8 emblem at the rear. Then, of course, are the "Sox & Martin" and "Plymouth" graphics. The original manufacturers stickers were omitted so the ride doesn't look like a full-on race car.

One of Ronnie's signature pieces of equipment were Keystone Classic mag



Stock-internals 6.1 Hemi gets whipped to 605 ponies (auto) and 625 HP (6-speed) with the bolt-on Kenne-Bell blower.

wheels. The match race car has them in the available 15-inch size. But 20s? They didn't exist—until the Garage engineered a new 20-inch that was inspired by the original and designed to clear the big stock Brembos.

Inside, the stock seats are reskinned in Katzkin leather, and Sox & Martin logos are stitched into the seatbacks and into the floor mats. A pistol-grip shifter gives the automatic the look of a stick-shift, and a serial numbered dash plaque is the finishing touch.

The Super Street cars are built on a custom order basis, so you can up the horsepower from the base power package on the Serial Number 001 car featured here, as well as adding desired options. For the more conservative, a more subdued paint scheme will calm those who consider this car to be a flying billboard. Check with Mike

Staveski at Mr. Norm's Garage for details.

The Super Street Edition was unveiled at this year's Mopars at the Strip in Las Vegas. The car will make the rounds of all the major Mopar shows and other high-profile car events (so far the schedule includes at least 15 events). Diane will drive the car to most of these events where raffle tickets to win the car will be sold (\$25 a pop; 2 for \$40). The last stop for the car will be the 2011 edition of Mopars at the Strip where the winning ticket will be drawn. The winner need not be present (or even alive).

The Collector Series Sox & Martin Hemi 'Cuda is available in three models. The first is the Sox & Martin Super Street Edition, with its 2.8L K-B blower, featured here. Second is the Sox & Martin Super Stock Edition with 725 horsepower. Lastly, the Pro Stock Edition ups the ante to 900 ponies, packs a Dana 60 and 4-link suspension. And, like its namesake, can easily carry the front wheels when the tree flashes green. The Super Stock and Pro Stock Editions are equipped with the new Kenne-Bell 3.6 liter liquid-cooled supercharger/intercooler package.

A Sox & Martin tribute car for \$25, and all the net proceeds going to a very worthy cause. What better way to honor the Sox & Martin legacy. Sure beats a sports jersey—even one with your favorite sports hero's autograph and official body odor. ★



(Left to right) Bill Sefton, Diane Sox and Buddy Martin inked the contract for the Sox & Martin Collector Series at the '09 Mopar Nats. (Photo: TheBruntBros).

**DVAP**  
.COM  
ARIZONA  
RUST FREE  
CLASSIC CARS  
AND  
PARTS

VISA MasterCard

**A B C E**  
BODY BODY BODY BODY  
1920s THROUGH 1980s

**The Nations  
Premiere Source  
for Classic  
Used Auto &  
Truck Parts**

**Now 2 Great Locations!**

**DVAP**  
23811 N. 7th Ave  
Phoenix, AZ 85085  
Inventory Ranges  
**1960-1985**

**DVAPcc**  
900 W. Cottonwood Ln  
Casa Grande, AZ 85222  
Inventory Ranges  
**1929-1959**

**Toll-Free  
(800)-905-8024**  
Fax: 623-582-9141  
[www.dvap.com](http://www.dvap.com)

"World Wide Shipping"  
"Body Panels Cut to Your  
Specification"  
"No Part Too Small"  
"When Aftermarket Won't Do"