



## APR and Dinan to Host Euro Enthusiasts at Opelika, Alabama Facility

October 8, 2024

***Holley Performance Brands demonstrates continued commitment to high-performance platform solutions for European and import vehicles***

BOWLING GREEN, Ky.--(BUSINESS WIRE)-- [APR](#) and [Dinan](#), two leading European aftermarket brands in the [Holley Performance Brands](#) (NYSE: HLLY) portfolio, are set to host enthusiasts from across the country at their annual Haus Party event. Taking place this weekend at the APR and Dinan headquarters in Opelika, Alabama, the event features interactive exhibits, a VW, Audi and BMW-focused car show, and future-forward product innovations from the APR and Dinan brands.



APR and Dinan to host automotive enthusiasts for annual Haus Party event on October 12, 2024  
(Photo: Business Wire)

“APR and Dinan are central to our company’s strategy to deliver high-performance platform solutions that enhance the power, sound, handling and aesthetic of Euro and Import vehicles,” said Matthew Stevenson, President and Chief Executive Officer, Holley Performance Brands. “Events like the Haus Party in Opelika are a key way for us to showcase new products, better connect with our customers and fuel future innovative solutions to meet our customers’ evolving needs.”

APR and Dinan offer products for a wide range of European vehicles, including Audi, VW, Porsche and BMW. The APR and Dinan product portfolios include tuners, intakes, exhaust systems, suspension upgrades, brakes, wheels and more. With a total addressable Euro and import aftermarket in the U.S. of more than \$14 billion, both APR and Dinan are introducing comprehensive

solutions that simplify how drivers can enhance their vehicles.

“Hosting enthusiasts at our Opelika headquarters gives us a unique opportunity to showcase APR and Dinan’s exceptional product offerings and hear directly from our customers,” said Arin Ahnell, Director of Euro Product Strategy, Holley Performance Brands. “Our team is looking forward to giving enthusiasts a tour of our 80,000-square-foot headquarters so they can see firsthand how our best-in-class products like the Dinan Foundation & Experience Packages and the APR Ultralink are designed and manufactured.”

The APR and Dinan Haus Party on October 12 is free to attend and open to the public. Ahead of that event, Holley Performance Brands will welcome dealers from across the globe to Opelika on October 10-11, reinforcing the company’s investment in APR and Dinan as it works to expand its dealer network, build on its goal to revolutionize performance and engage more deeply with Euro and import enthusiasts.

For more information on the Haus Party event, click [here](#).

For more Holley Performance Brands company news, click [here](#).

### **About Holley Performance Brands**

Holley Performance Brands (NYSE: HLLY) leads in the design, manufacturing and marketing of high-performance products for automotive enthusiasts. The company owns and manages a portfolio of iconic brands, catering to a diverse community of

enthusiasts passionate about the customization and performance of their vehicles. Holley Performance Brands distinguishes itself through a strategic focus on four consumer vertical groupings, including Domestic Muscle, Modern Truck & Off-Road, Euro & Import, and Safety & Racing, ensuring a wide-ranging impact across the automotive aftermarket industry. Renowned for its innovative approach and strategic acquisitions, Holley Performance Brands is committed to enhancing the enthusiast experience and driving growth through innovation. For more information on Holley Performance Brands and its dedication to automotive excellence, visit <https://www.holley.com>.

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