Holley Performance Brands Grows Global Footprint with Mexico Expansion

March 4, 2025

Expansion brings iconic brands like ADS, Baer, and Flowmaster to Mexico's thriving enthusiast market

BOWLING GREEN, Ky.--(BUSINESS WIRE)--Mar. 4, 2025-- Holley Performance Brands (NYSE: HLLY), a leader in automotive aftermarket performance solutions, announced that it is bringing its extensive portfolio of best-in-class products and platform solutions to Mexico. The strategic expansion is in response to strong market demand from a passionate and rapidly growing enthusiast community and furthers Holley's commitment to international growth for Holley and its iconic brands.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250304060993/en/

Holley Performance Brands is bringing its extensive portfolio of best-in-class products and platform solutions to Mexico. (Photo: Business Wire)

The company is entering Mexico in a phased approach, beginning with its Modern Truck & Off-Road consumer vertical that encompasses Jeeps, Ford Broncos, mid-size pickups and other highly customized vehicle fitments in the region. Products and platform package solutions from trusted brands like ADS, Baer, Edge, DiabloSport, Flowmaster, Superchips, Holley, ACCEL, and MSD are already available in Mexico through authorized distributors, including Auto Zone locations, as well as through job shops.

"Our vision is to be the undisputed global leader in automotive performance solutions, and our expansion into Mexico is an important step forward in that journey," said Matthew Stevenson, President & CEO, Holley Performance Brands. "Mexico has a strong enthusiast base with a deep-rooted love for making their vehicles faster, safer and more fun to drive. With this expansion, we are making our industry-leading solutions more accessible, while growing our presence in a key international market."

Setting the Stage for Strong Customer Engagement and Long-Term Growth

Holley's entrance into Mexico officially kicked off on February 1 with an event in Monterrey, Nuevo Leon, Mexico attended by distributors, job shops, enthusiasts and Holley Performance Brands leadership. To support its growing presence in the Mexico region, Holley has launched a dedicated website and social media channels and is partnering with key influencers, hosting activations and supporting regional events to further strengthen its engagement with the local enthusiast community.

"There is a global enthusiasm for our products and brands, and the initial excitement from this expansion is a testament to that enthusiasm," said Osvaldo Gallegos, Vice President, Modern Truck & Off-Road Division, Holley Performance Brands. "This is more than just a market expansion. It's a great example of how we are fulfilling our mission and making it easier than ever for more enthusiasts to build the vehicles of their dreams."

Holley plans to launch its Domestic Muscle product portfolio in Mexico later this spring – including high-performance brands such as AEM, Mr. Gasket and Holley EFI – with its Safety & Racing brands to follow later this year, including Stilo, Simpson, RaceQuip and Hans.

For more information about Holley Mexico, click here.

For more Holley company news, click here.

Certain statements in this press release may be considered "forward-looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking statements are subject to risks, uncertainties, and other important factors which could cause actual results to differ materially from those expressed or implied by such forward-looking statements, including but not limited to Holley's ability to (1) successfully design, develop, and market new products, (2) maintain and strengthen demand for our products and brands, (3) attract new customers in a cost-effective manner, (4) expand into additional consumer markets, and (5) and the other risks and uncertainties set forth in the Annual Report on Form 10-K for the year ended December 31, 2023 filed with the U.S. Securities and Exchange Commission ("SEC") on March 14, 2024, and in any subsequent filings with the SEC.

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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