



Holley Performance Brands Names Jordon Musser Senior Vice President of Safety and Electronics Product Categories

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Addition of experienced global leader supports ongoing efforts to accelerate growth across key consumer vertical groupings and leading safety brands, including Simpson® and Stilo®

BOWLING GREEN, Ky.--(BUSINESS WIRE)-- [Holley Performance Brands](#) (NYSE: HLLY), a leader in automotive aftermarket performance solutions, today announced Jordon Musser has joined the organization as Senior Vice President, Safety and Electronics Product Categories. Musser joins the organization as part of Holley's ongoing efforts to accelerate transformational growth and leverage its portfolio of iconic brands to reach a broader range of enthusiasts, including those within its Safety & Racing consumer vertical grouping.



Jordon Musser (Photo: Business Wire)

In his new position, Musser will lead a global team of professionals to develop and implement a comprehensive strategic growth plan for Holley's leading portfolio of safety brands, including Simpson®, Stilo®, Hans® and Racequip®. He will oversee all aspects of these brands, including managing site locations, product development and manufacturing, quality and engineering to deliver innovative solutions that meet the evolving needs of enthusiast customers. In addition, he will oversee all aspects for Holley's renowned electronic parts brands, including Holley EFI®, MSD®, Edge®, Superchips®, ACCEL®, AEM®, DiabloSport®, Range®, Powerteq®, Dinan® and APR®.

"Jordon is a seasoned leader and motorsports enthusiast who brings an impressive depth of technical knowledge and global business savvy to our leadership team," said Matthew Stevenson, President and Chief Executive Officer, Holley Performance Brands. "His collaborative, results-driven approach, combined with his experience as a professional race car driver and coach, uniquely positions

him to help us accelerate growth and engage more deeply with our enthusiast customers."

Musser most recently served as Chief Product Officer and Global Head of Research and Development for Fluence Bioengineering, a division of Signify, where he guided LED and Internet of Things technology in the horticulture lighting market. He also previously served as Chief Operating Officer for the company. Prior to Fluence, he served as General Manager and Global Head, Commercial and Horticulture LED Products for Flex Lighting Solutions.

"Holley has long been known as a leader in motorsports and racing, and as a professional driver, I've trusted and relied on best-in-class solutions like Stilo racing helmets, Simpson frontal head restraints, HANS devices and Racequip harnesses, to name a few," said Musser. "I'm eager to work with Holley's passionate team of enthusiasts to innovate and expand our safety and electronics portfolios and continue providing exceptional performance solutions for the enthusiasts we serve."

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

About Holley Performance Brands

Holley Inc. (NYSE: HLLY), commonly referred to as “Holley Performance Brands,” 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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