





# COMPANY

King Shocks, the industry leader for over a decade, continues to leave the competition in the dust by providing the level of quality, consistency and performance that champions demand. Our ongoing product development has led the way long before we opened our doors in 1996. The original designs drawn by Lance King back in the early 80's were created to fill the needs of the top level racers of the day. Nothing existed at the time that could stand up to the punishment dished out by racers like Bill Stroppe, Parnelli Jones and Walker Evans. The faster cars and trucks ran several shocks on each wheel which were often changed at pit stops along with the tires. Our original 3" shock was designed with pure function in mind from only the best quality materials available. King has remained true to that formula to this day.

Every facet of design and manufacturing is continuously refined and then put to the test with winning results from Baja to Dakar. In addition to the quality and innovative design features you will find on all King shocks we provide you with the highest level of customer support. Our depth of knowledge when it comes to shock tuning and suspension set-up is second to none. We are in the dirt on a weekly basis at races, offroad events and tuning sessions helping you attain the most effective performance from your suspension.

Every part we sell is the product of constant testing and development done with top racers in all classes world wide. This real world testing exposes our designs to a level of abuse and destructive forces that cannot be duplicated in a laboratory or on a computer spreadsheet. Our "hands on" experience enables us to make rapid advancements others haven't even dreamed up yet. Racecars have become heavier, faster and more powerful over the years. King's exclusive damping technology and precision componentry have made possible the rapid evolution of offroad suspension design.

Many of the high performance features available today such as bypass tubes, seal technology, shaft diameters and tube construction were pioneered by King's product development team working to give our customers the competitive edge they need. Our understanding of fluid dynamics and piston design alone has created performance levels unlike all others. Nothing rides like a King.

We don't stock "off the shelf" shocks, everything we make is custom made to fit your application from the finest raw materials and billet stock obtainable. You won't find any cast pieces on a King shock, they don't measure up to our demanding standards. All parts used in our products are machined in house right here in the U.S.A. on precision equipment to exacting standards and hand assembled by our technicians. Regardless which of our products you purchase they all contain the latest technology and materials used in our top of the line racing shocks. When you choose to ride on Kings you can rest assured you will have the finest shocks available.





# R & D

At King, our ultimate goal is unparalleled performance. We don't count on others to supply us with yesterdays off the shelf technology and we aren't constrained by conventional wisdom. We have already incorporated technology into our shocks that others haven't even dreamed up yet. We seek out the latest advances in materials and processes to maintain our commitment of providing you with the very best. We are constantly working with designers, builders, crew chiefs and drivers to develop the next level of ground breaking advances. This constant interaction with real world conditions allows us firsthand knowledge of how our products perform on a wide array of vehicles and allows us to make rapid progress testing new designs. Our 100% custom made for your application process allows us the flexibility to incorporate improvements rapidly to evolve with our latest advancements and changing conditions.

Bypass shock design, large diameter bodies and shafts, advanced fluid dynamics, seal and wear band efficiency and tight tolerance control have all been developed on a hyper intensive schedule. Our theories and practices are constantly tested in the dirt and on the rocks under race conditions day in and day out.

Unlimited race vehicles have gotten bigger, faster and heavier. Tire sizes and weights continue to expand and horsepower has increased to staggering levels. None of these advancements would be possible without Kings technological breakthroughs in strength, performance and function. This commitment to research and development sets King apart from the competition and goes way beyond what other manufacturers offer.



# SERVICE

King shocks attain unprecedented levels of performance and functionality. Our strict adherence to critical tolerances and our attention to detail combine to create a shock capable of producing real results with even minute adjustments. Convenient regularly scheduled shock servicing can be performed at our facility with minimal turnaround times. Our experienced shock experts can easily spot unusual wear patterns and other anomalies that could lead to reduced performance before they become an issue.

Service procedures include precision honing and polishing of shock cylinders, micro polishing of shafts, seal and wear band replacement, all using original replacement parts and precision processes for a perfect fit. Each factory serviced shock is pressure tested after assembly to verify proper sealing.

If you choose to do your own maintenance all of our shocks are serviceable with our fully stocked rebuild kits that contain all necessary original parts. All Kings are easily adjustable by anyone with simple tools and an understanding of shock construction and valving.

For those of you who wish to take advantage of our depth of knowledge in setting up your new shocks or optimizing your existing set-up we offer weekly in the field shock servicing and tuning. Many teams plan their test sessions around our service schedule and when it comes to race weekend we are there too, in the dirt, where you need us, with our fully stocked support trailer to handle any last minute needs. At King, our service to our customers is second to none.

