

Crower Showcases Innovation and Expertise in Rocker Technology at EPARTRADE Webinar

Crower, a family-owned powerhouse in performance automotive manufacturing, took center stage at the recent EPARTRADE webinar. The discussion, titled "Unlocking Performance: Mastering Crower Shaft Rocker and Stud Mount Rocker Technology for Peak Efficiency," featured Crower representatives Peter Harris, Sales & Tech Support Crank Department Manager, and Louis Floquet, Sales & Tech Support Marketing. They explored the latest developments in Crower's renowned rocker technology and shared insights into the company's legacy, innovation, and commitment to quality.

Founded in 1955 by Bruce Crower, the company remains family-owned, producing nearly all components in-house at its 100,000 square-foot facility in San Diego. This hands-on approach has earned Crower a reputation for high-quality products trusted by top racers worldwide.

Innovative Rocker Arm Technology

Crower has been manufacturing stud mount rockers for over 50 years and shaft rockers for nearly four decades. During the webinar, Harris and Floquet explained the differences between the two technologies. Stud mount rockers, which are a staple for a variety of applications, including offshore boating and drag racing, provide ease of maintenance. However, Crower's shaft mount rockers offer superior rigidity and are ideal for high-performance engines due to their ability to withstand extreme conditions.

"The shaft mount system is superior to stud mount, especially for high spring pressure applications and solid roller setups. It offers more rigidity, which translates to better performance and longevity," said Floquet.

The Shift from Aluminum to Steel

Crower's commitment to durability and performance has driven the company to focus on steel billet and stainless-steel rockers, phasing out aluminum rockers due to their perishable nature. "We realized that aluminum rockers, while effective, simply couldn't offer the longevity that our customers demand," explained Harris. "By concentrating on steel, we provide a product that not only performs but lasts."

Horsepower Gains and Innovation

One of the highlights of the webinar was the revelation that Crower's rockers contribute to increased horsepower. Harris shared anecdotes from engine builders who reported significant gains of up to eight horsepower after switching to Crower's rockers. "When you're squeezing every bit of power from an engine, those extra eight horsepower can be the difference-maker," he noted.

Additionally, Crower has introduced innovative options such as the DLC-coated pin rocker tip, which offers both increased durability and cost savings. "The DLC-coated pin has become a favorite among racers. It reduces friction, adds longevity, and even saves money compared to other options," Floquet said.

A Legacy of Excellence

Crower's long-standing history of manufacturing excellence is backed by a team with decades of experience. Many of their employees have been with the company for over 30 years, and this deep reservoir of expertise is a cornerstone of Crower's success. "We make everything in-house with US-made materials, which allows us to maintain control over quality and ensure that our customers get the best product possible," said Floquet.

Racer-Centric Approach Crower's dedication to its customers extends beyond manufacturing. Floquet, a racer himself, emphasized the company's commitment to supporting the racing community. "We don't just sell products—we use them, too. We're out there racing alongside our customers, which gives us valuable firsthand feedback that helps us continue to innovate and improve."

Looking Ahead As the racing industry evolves, Crower remains at the forefront of technology. The company continues to adapt to the increasing demands of high-performance engines, ensuring that its products meet the rigorous standards of today's racers. Whether it's developing new materials or refining existing designs, Crower is committed to pushing the boundaries of performance.

For more information about Crower's products and innovations, [watch the full webinar here.](#)