

New Products Leads Sponsorship for Concours d'Elegance

BENTON HARBOR, MI – July 30, 2015

New Products Corporation of Benton Harbor, Michigan, is thrilled to again lead the list of sponsors for the annual Concours d'Elegance of Southwest Michigan.

"My family's business has been manufacturing parts for the automobile industry for nearly a century," says its CEO Cheryl Miller, herself the granddaughter of founder Walter Miller. "It is a great fit to sponsor this popular vintage car show."

The Concours will take place Saturday, August 8th, in St. Joseph, Michigan's Lake Bluff Park from 10:00 a.m. until 4:00 p.m. The invitational show will feature seventy-five vehicles from seven decades featuring automobiles from the brass, classic, vintage, and muscle car eras as well as special-interest vehicles. Trophies are presented to winners in each category. Miller will help judge the event.

Of note, the Concours presents a special class, The Great Showroom Showdown: Cadillac vs. Lincoln. This compare and contrast pairing will illustrate how two keenly competitive automakers conceived, engineered, and marketed their premium line to the same discerning buyers. Cadillac is a brand New Products knows well. They have made high performance parts for the sophisticated Cadillac for over 35 years.

New Products' CEO invites participants to the New Products tent for raffles and fun. Young and old will test their racing skills with a remote-controlled Cadillac on the "Miller Speedway." Says Miller, "We are delighted to sponsor this wonderful event again. We hope you enjoy it as much as we do!"

Founded in Benton Harbor, Mich. in 1922, New Products Corporation is a global supplier of custom, precision die cast aluminum and zinc parts for thousands of applications in a variety of industries, including automotive, military, industrial machinery, medical instruments, household appliances, transportation equipment, furniture and fixtures, and more. TS 16949 certified, NPC is a third generation, woman-owned small business, recognized for its "world class" quality. For more information about New Products Corporation, visit www.newproductscorp.com.

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