

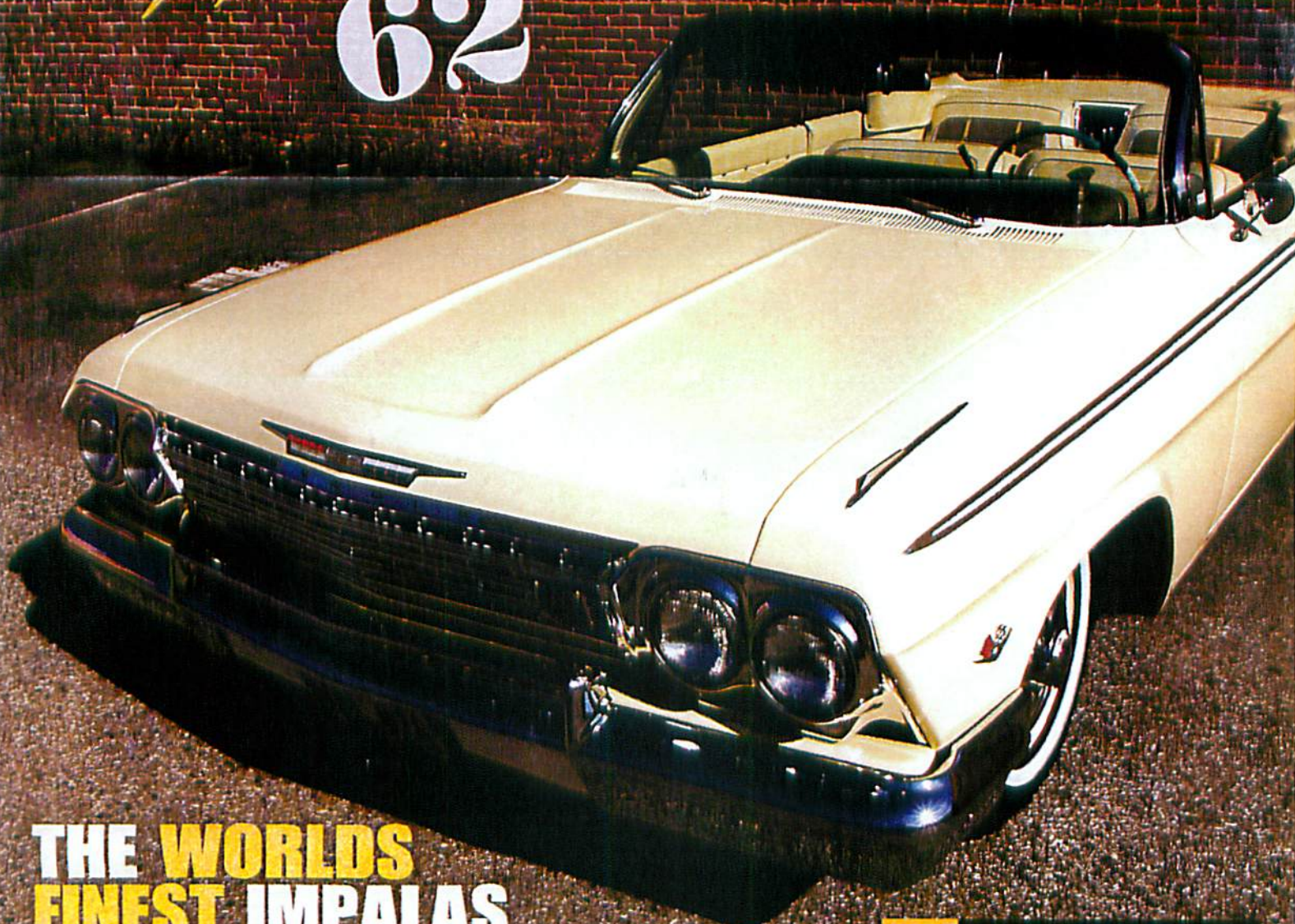
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THE HARD-N-FAST STORY: FROM CONCEPT TO REALITY

By Jim Rhoads

Ever since I was a child, my undisputed passion has been operating off-road vehicles. Nothing else compares to the feeling I get speeding along in my sand car, subtly finessing it through the unrelenting sand dunes. However, in order to feed the family, I embraced a career in the electrical industry. I wanted to bring these two worlds together. Growing up around the electrical trade and designing & managing the installation of electrical systems for large commercial electrical projects as a profession, I naturally wanted to build and design something involving electrical systems. So, creating Hard-n-Fast Racing Products became my medium to pursue my dream to blend my career and love for off-roading. As a result, the Intelletouch automotive control and monitoring system was born.

In 2006 I met with some friends at Carlton-Bates Company in Tempe Arizona. I intended to create a one of a kind control system for custom vehicles. I met with Carlton-Bates, engineers and programmers to develop an ideal system. Following weeks of discussion, we pooled our creative input and determined how I would pursue my fundamental idea. Now, along with their help, I had to design it, build it and make it work.

I immediately called Collin Bosch of Bosch Modeling and Design in Phoenix, AZ. After discussing the need for an impeccable design utilizing the highest quality parts, Collin went to work. It was imperative that we designed a system robust enough to survive the toughest of environments, while still maintaining the smallest footprint possible. We came up with an outstanding system, made up of three key components.

The Interactive Terminal

The design of the interactive terminal incorporates touch screen technology to control and monitor nearly any electronic or mechanical system within the vehicle. The design was unique, tough and durable, utilizing high quality components, yet remained affordable for most to enjoy. We named the system Intelletouch due to its intelligent, functional design. We can program Intelletouch to monitor or control virtually any function within a vehicle, whether on land or sea. Intelletouch replaces all conventional switches, knobs and analog gauges, while eliminating messy relay wiring. Intelletouch evolved into a dynamic, single source control device with almost no limits. Intelletouch can control fuel systems, pumps, sound systems, security systems, suspension components, lights, accessories and so on. It will monitor those systems as well and collect the data to display useful results on easy to read, custom designed digital gauges. We can then use the data and program custom outputs, allowing Intelletouch the ability to actually respond within specified parameters. It can even electronically make adjustments and corrections when necessary. It's a completely customizable system!

The Base Plate

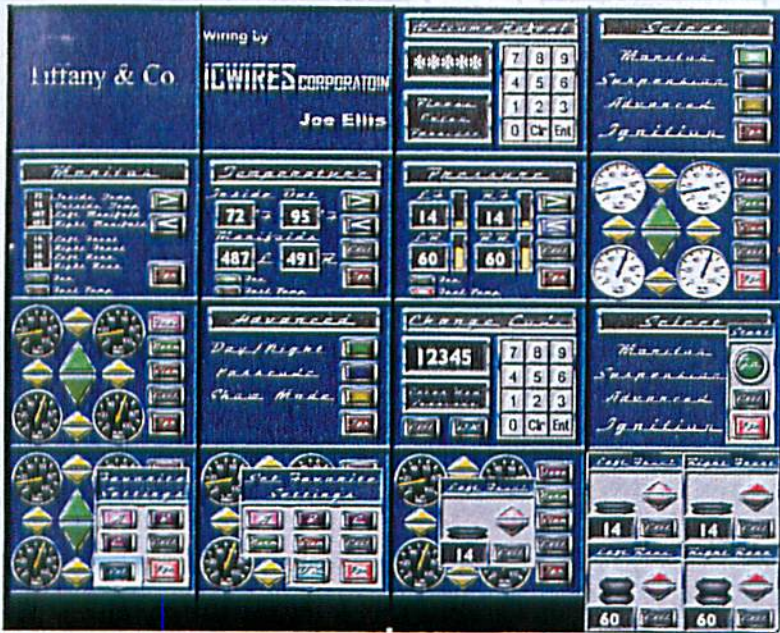
The base plate is where the system's intelligence is mounted. The plate must handle the stresses from incredible levels of vibration caused by the terrain and the vehicle's engine and insulate the system from those conditions. The relays must be capable of controlling a combined total of up to 150 amps of power.

The Enclosure

In keeping with our mantra of demanding superior quality, the enclosure had to look great while maintaining functionality. It had to protect the system's intelligence components in demanding conditions & environments while still looking worthy of the vehicles eventually containing it. We had to make it small enough to fit in any vehicle without compromising space, yet it had to be large enough to handle hundreds of custom wire terminations & fusing and allow for heat dissipation. Ultimately, we opted to build the custom enclosure using carbon fiber and billeted aluminum.

We researched dozens of manufacturers for our screen and control system, and finally selected the most durable and flexible units to be used as our interactive terminal. We submitted our designs for the base plate and enclosure to our CNC aluminum and carbon fiber fabricators to produce prototypes. Following a bit of drilling, wiring and programming, we had a complete system that we were ready to show off





Our first system performed exceptionally well while installed in a stadium, off-road race truck. We specifically selected this vehicle to test the limits of durability and function in an unrelenting environment. Following our initial success and after making endless tweaks and adjustments during our first year of production, over a dozen systems were installed on trucks, boats, sand cars and trailers. Intelletouch had proven its medal as a durable and functional control system for the off-road and marine market.

After about twelve months in production, I received a call from our friends at Carlton-Bates in 2008. They had received an inquiry from a well known street car customizer named Joe Ellis in California. After Joe and I spoke, we both agreed that Intelletouch would be an outstanding addition to a highly custom project he was just starting. Joe mentioned that he was wiring a car that just had to be different. It had to stand out among the rest. Joe was working on an Impala that had air bags, a killer sound system and was an esthetic and mechanical work of art. West Coast Customs was involved with the owner of the car, who was intent on featuring the Impala at the SEMA show in Las Vegas in November, 2008. Joe and I came to an agreement, and Hard-n-Fast was going to become a big part of this Impala and, if successful, future cars like it.

After listening to Joe Ellis's concept for this car, we went right to work with our programmer, Joe Farley. Joe Farley is a genius with programming control software. He helped us monitor exhaust temperatures and inside and outside air temperatures, as well as control and monitor air bags and all the devices on the car including the headlights and sound system. We can even start the engine using a security code. We accomplished all of this using our color touch screen monitor. The system we designed, programmed and fabricated for the Impala was our best, most creative Intelletouch application yet.

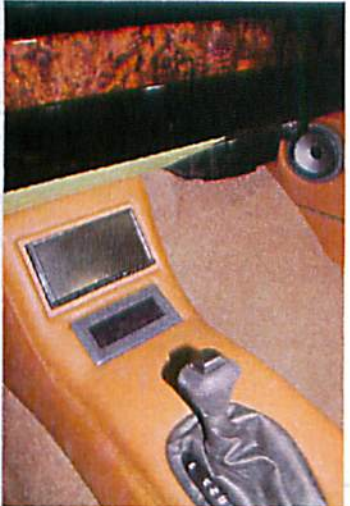
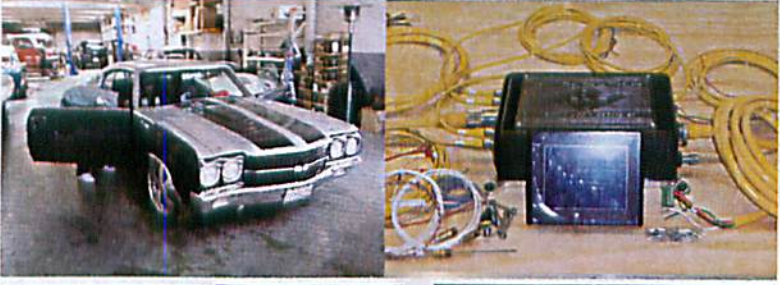
This project allowed us to stretch our imagination for customization. We eliminated the analog gauges so all of the readings from the vehicle were viewed on and controlled by Intelletouch. This project allowed us to physically establish and solidify the purpose for which we started our company. It allowed us to help others create something unique for their needs, while we obliterated our creative envelope. We got to create something from concept to reality for others to enjoy just as we did.

The introduction to Joe Ellis opened a door for Hard-n-Fast to delve into the custom street car industry. Joe was an enthusiastic and creative presence, with industry contacts throughout the West Coast and other well known car builders. This relationship marked an important point of Hard-n-Fast's evolution, and we still work with Joe Ellis today.

The Impala was a success. Hard-n-Fast Racing Products now has a presence in the custom car industry, thanks to Joe Ellis. Following the Impala project, Joe and I have worked on several Intelletouch systems, all with custom features.

The 49rs Patrick Willis 1972 Chevelle 1300 HP twin Turbo — All Intelletouch and check out all the sensor cables, very high end stuff!

Hard-n-Fast has taken a creative concept and made it a reality. We used construction design practices on automotive systems to truly create a one of a kind system which everyone can acquire. Regardless of whether our customer desires a simple or complex, highly customized system, Hard-n-Fast will find a way to meet their budget and enhance their experience. — Jim Rhoads



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