

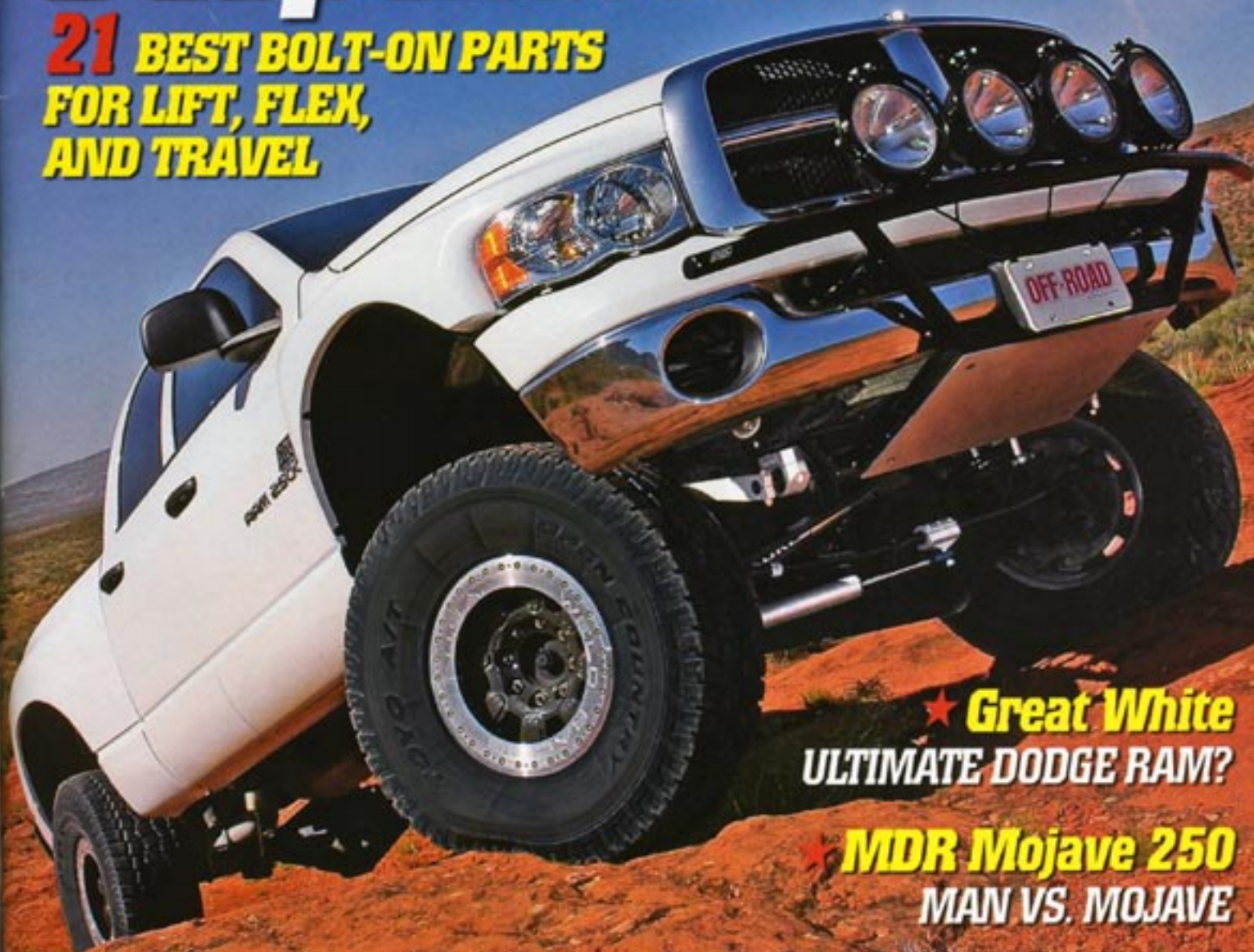
The Outlaw Trail *Ride With Butch and Sundance*

OFF-ROAD

Suspension!

CELEBRATING FORTY YEARS
40
years

21 BEST BOLT-ON PARTS
FOR LIFT, FLEX,
AND TRAVEL



★ **Great White**
ULTIMATE DODGE RAM?

★ **MDR Mojave 250**
MAN VS. MOJAVE

★ **Super Duty Upgrade**
EASY EXHAUST INSTALL

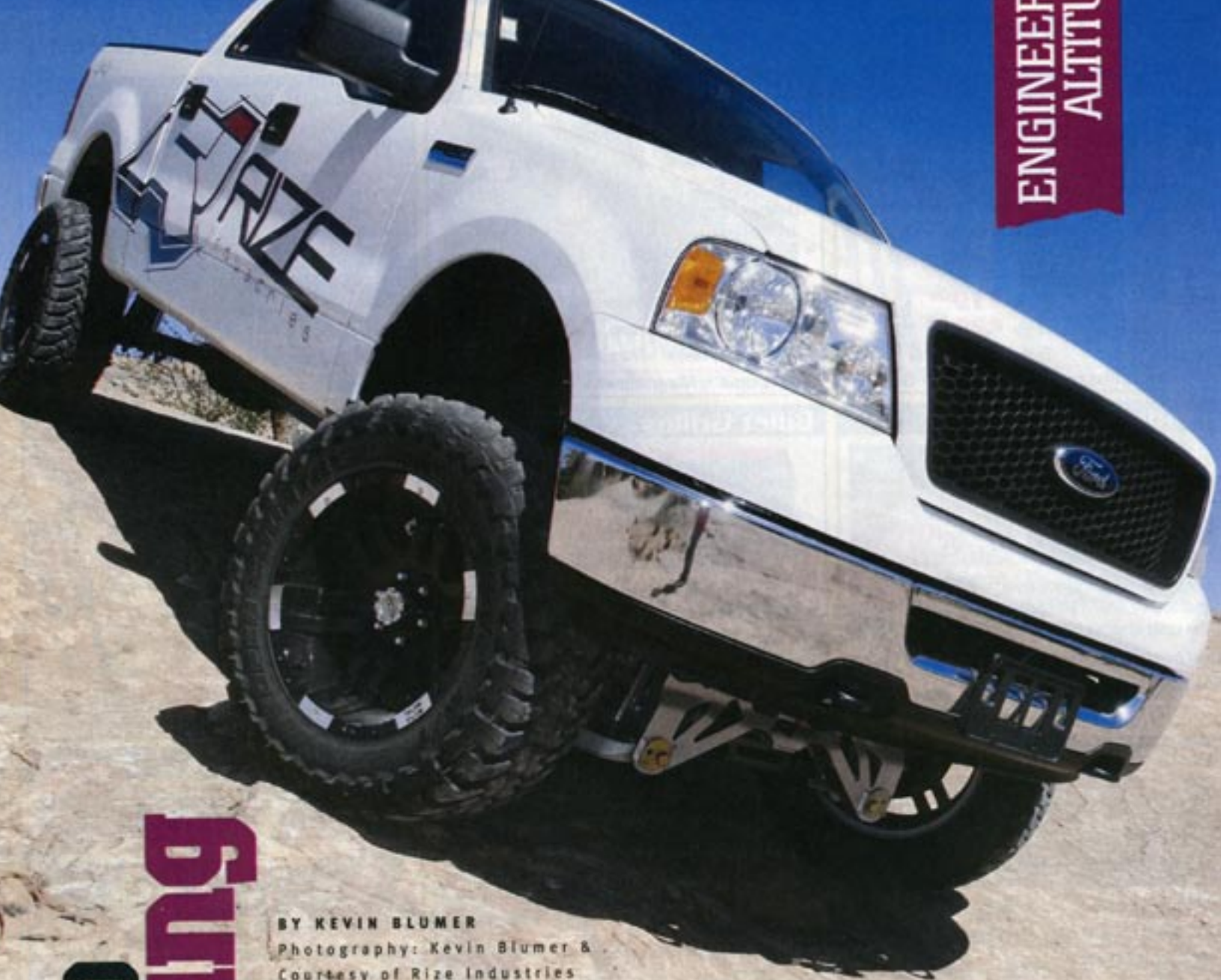
PRIMEDIA

\$4.99 • \$5.99 IN CANADA
DISPLAY UNTIL 8/15/06

SEPTEMBER 2006
VOLUME 40, NO. 9



www.off-roadweb.com



F-150 Up-Rize-Ing

BY KEVIN BLUMER

Photography: Kevin Blumer &
Courtesy of Rize Industries

THE WORD "UPGRADE" GETS TOSSED AROUND A LOT IN THE WORLD OF OFF-ROAD TRUCKS. WE'D CONTENT THAT THE WORD "MODIFICATION" IS A MORE ACCURATE DESCRIPTION MANY TIMES. WHY? A TRUE UPGRADE IMPROVES THE PERFORMANCE AND DURABILITY OF A TRUCK. A MODIFICATION JUST MAKES THE TRUCK SOMETHING OTHER THAN STONE STOCK.

With those two words in mind, we met Rize Industries' Geoff Clements on a sun-drenched afternoon in Moab, Utah, for a look at, and under, the company's '06 F-150. Rize makes its '04-'06 F-150 lift kit in 6, 8, and 12-inch lift heights. This particular truck sports the company's 8-inch kit and rolls on 35-inch Toyo Open Country M/Ts wrapped around Moto Metal 951 alloy wheels. The Rize 8-inch kit will fit up to 37-inch tires without the need for body or valance trimming or a body lift.

"We've been in business as Rize Industries for three years," explains one of Rize's founding partners, Giovanni

Spinali. "However, we have over 30 years of combined experience in the off-road industry."

Joining Spinali are the two additional founding partners of Rize, designer Joe Riley and mechanical engineer and CNC expert Travis Eiler. Giovanni notes that Riley, among other endeavors, was part of the team that developed the Dick Cepek Race Series suspension kits. After Joe finishes a design, Eiler creates a computerized 3-D model of all the parts and programs the company's in-house CNC equipment to begin the manufacturing process. The operation is then turned over to Jose Pudilo and crew for production. "All of our kits are built in house, in the USA," notes Giovanni. "We do everything in house except the powdercoating, which is also done in the USA. We considered outsourcing, but we found we couldn't control the quality the way we wanted to."

Underneath the F-150, we found clean styling and burly construction. This kit really is 100-percent bolt-on and installs without any drilling, cutting, or welding. This means that an '04-'06 F-150 owner can transform his or her

F-150 Up-Rize-ing

truck in a driveway with an average set of tools and a pair of sturdy jackstands. Of course, the installation should be topped off with a visit to an alignment shop, where the newly lifted truck can be aligned to factory specs. Rize recommends having the kit installed by one of the company's authorized installation centers.

So, is it an upgrade or merely a modification? This one's a genuine upgrade. Check out the photos and captions for the details. **OR**



▲ The tail section is lifted with a pair of blocks and is damped using high-quality Bilstein 5150 shocks.



▲ Radius-arm-style impact struts mean that the drop cradle is effectively braced. This is part of the reason we're calling this kit an upgrade. Without the impact struts, the drop cradle would place heavy leverage on the frame at the cradle mounting points and we'd have to call this kit a modification instead.



◀ The entire system is based on laser-cut, 1/4-inch, CNC-formed steel that's cut, formed, and welded in house. Systems are available in silver or black powdercoat.



▲ Rize Industries found advantages in dropping the steering linkage to meet the OEM tie rod locations on the knuckles. The advantages are a lighter steering feel and reduced stress on the steering rack. The Rize linkage uses unique brackets to get the job done. First, the steering bracket bolts to the rack in place of the OEM tie rods. The rack remains bolted in its stock location. The steering bracket moves back and forth smoothly and steadily thanks to three sealed cam follower bearings. Finally, the stock tie rods bolt between the Rize linkage and the Rize knuckle.

Twisted STEEL

NEW!
Hemi
Headers!

Looking for an awesome value in truck headers? No one twists steel like Flowtech! Mandrel formed, tuned length primary tubes deliver more torque for improved acceleration. Reduced back-pressure means more top-end horsepower. Sturdy 18 gauge mild steel with 3/8" machined flanges deliver perfect sealing and reliability in any conditions. Put on a set and Punish the Pavement today!

PART #	DESCRIPTION
91835FLT	99-02 GM Truck, Suburban/Yukon/Escalade 6.0L w/ EGR, 4x2 & 4x4, Painted
91836FLT	02-06 GM Truck, Tahoe/Suburban/Yukon/Escalade, 4.8L, 5.3L w/o EGR, 4x2 & 4x4, Painted
91837FLT	98-00 GM Truck, Tahoe/Suburban/Yukon/Escalade, 5.7L w AIR, 4x2 & 4x4, Painted
91941FLT	2003 Dodge Ram Hemi, 4x2 & 4x4, 1500, Painted
91946FLT	2004-05 Dodge Ram Hemi, 4x2 & 4x4, 1500, Painted
91947FLT	2003 Dodge Ram Hemi, 4x2 & 4x4, 2500/3500, Painted
91948FLT	2004-05 Dodge Ram Hemi, 4x2 & 4x4, 2500/3500, Painted
91940FLT	92-95 Dakota, Durango, Ram 5.2L, 5.9L, 4x2 & 4x4, Painted
91945FLT	96-03 Dakota, Durango, Ram 5.2L, 5.9L, 4x2 & 4x4, Painted
91944FLT	00-03 Dakota and Durango 4.7L, 4x2 & 4x4, Painted
91730FLT	00-04 Toyota, Tundra, 02-03 Sequoia, 4x2 & 4x4, Painted
91669FLT	97-02 Ford, F-Series Expedition ex. HD 5.4L, 4x2 & 4x4, Painted
91670FLT	97-02 Ford, F-Series Expedition ex. HD 4.6L, 4x2 & 4x4, Painted

- Also available in ceramic coating

Tech Line: 270-781-9741
www.flowtechheaders.com

FLOWTECH



◀ F-150s have used high-pinion front differentials for a long time, reaching all the way back into the '60s. High-pinion front diffls have two distinct advantages over low-pinion models: First, ground clearance under the driveshaft is improved by several inches. Second, the

reverse cut of the gears is about 30-percent stronger when used in a front application. The latest F-150 uses a high-pinion Ford 8.8-inch ring gear in an aluminum housing. This one is protected behind Rize's generous skidplating. Although the Rize system does not require a snowball of other upgrades and mods to work properly, we would recommend regearing the differentials to compensate for the taller rolling stock that this kit makes possible.



◀ Yes, form should follow function, but we love it when functional stuff also looks good. "Our goal was to give this kit a one-off custom look. We wanted it to be easy to install and be functional and durable," states Giovanni. The Rize kit comes with a lifetime

warranty extended to the original purchaser. Another feature of this suspension kit is that it does not change the track width and can be used with stock wheels. Yes, we like wider front ends at OFF-ROAD, but we also recognize that wider front ends also require fender flares or wider fiberglass fenders to cover the wider stance. Retaining the OEM track width means that installing a Rize suspension on your F-150 is not the beginning of a massive snowball.



▲ Ground clearance is often the difference between getting hung up or getting farther down the trail. Whether your favorite off-road haunt has rocks, roots, mud, or deep sand, the contours of the Rize drop cradle will let you maintain forward momentum. No, we didn't send our Mini-Me under the truck to get this shot — crawling under a truck with a camera is part of the job.



▲ The factory coilover is retained, although a coilover upgrade can be installed.



▲ Following the coilover to the lower control arm, we can see the Rize coilover extension bracket and the factory CV shaft. Since the track width stays the same and the differential is dropped with the lower control arm, no CV spacers are needed.

► For more information:
Rize Industries
(619) 447-0110, www.rizeind.com

OFF ROAD, OFF ANGLE NO PROBLEM!

Holley® OFF-ROAD TRUCK AVENGER

One-piece Off-Road Vent Tube eliminates fuel spillover during extreme maneuvers.

Exclusive Metering Block eliminates fuel spillover through the boosters at extreme angles. Flood-free operation up to 40° while climbing; 30° during side hill maneuvers and "nose down" descents. No more hesitation, stalling or flooding.

Externally Adjustable Spring-loaded Needle and Seats promote stable fuel levels for improved fuel control.

Square Fuel Bowls w/ Side Hung Floats to provide precise fuel control.

Adjustable Vacuum Secondaries lets you tune for fuel economy or acceleration.

H.V.S. Annular Boosters provide an ultra High Vacuum Signal for incredible low & mid range throttle response and torque.

Electric Choke ensures great cold starting.

Four Vacuum Ports for easy installation

Industry First
LIMITED LIFETIME WARRANTY

Engine	Carb size	Part #
Small V8/6 cyl.	470 CFM	0-90470 ^(P)
STOCK - 400	670 CFM	0-90670 ^(P)
400+ HP	770 CFM	0-90770 ^(P)

Some products not legal for sale in some pollution controlled vehicles.

Tech Line: 270-781-9741

For nearest dealer,
CALL 1-800-HOLLEY