

# JO CODDINGTON: THE RACER'S EDGE

Driver. Builder. Legacy Keeper.  
The Ultimate Motorsports Spokesperson.



A woman with blonde hair, wearing a black and red racing suit, stands smiling on a racetrack. In the background, a go-kart is driving on a dirt track, kicking up dust. The scene is split by a diagonal red line.

## BORN IN THE DIRT. BUILT FOR THE TRACK.

- Automotive passion is in her DNA.
- **Age 8:** Navigating cones in a go-kart with a Tecumseh engine.
- **Age 12:** Driving the family '53 Chevy propped up by two pillows.
- Cut her teeth racing sand rails in hill climbs with Arizona Competition Inc.

**“Never Lift.”** – The foundational racing motto taught by her father, “Suddenly Stan.”





# The Business Mind Behind the Television Icon

**The TV Star:** A central fixture on the hit series *American Hot Rod* (2004-2008), bringing the hot rod culture to millions of viewers worldwide.

**The Operational Force:** Leveraging her background in general studies at Arizona State University, Jo stepped in to run the business. She wore every hat: shop mom, banker, adviser, and operational manager for the Coddington empire.



# Delivering the Masterpiece: The French Connection

- When Boyd Coddington was hospitalized, Jo didn't lift.
- She took charge of Boyd's final, monumental project: The French Connection.
- She managed the build, keeping Boyd on the phone while the engine was cranked for the very first time.
- She met the ultimate deadline, loading the car onto the truck for the Detroit Auto Show.



# Preserving the Legacy. Driving the Future.

- Jo is the dedicated keeper of the Boyd Coddington legacy, ensuring the “Boyd Look” remains the industry baseline.
- Coddington Speed Shop: She spearheads a modern automotive empire, offering premium components—from interactive dynamic Jeep lift kits to HushMat sound deadening and ZyCoat thermal insulation.





## The Ultimate Brand Spokesperson

- Brands demand more than a face; they need a trusted authority.
- Jo combines real-world automotive expertise with boardroom business savvy.
- She doesn't just hold a bottle—she understands the chemistry, the application, and the consumer.
- Known industry-wide as the "First Class" motorsports personality who translates complex technical benefits into consumer excitement.



# PROVEN PARTNERSHIPS AND PURPOSE-BUILT ENDORSEMENTS

- **CHAMPION RADIATORS:** Driving the “Classic & Muscle” line. Champion relies on Jo’s deep understanding of aluminum radiators required for high-performance engines.
- **INTERNATIONAL AERO PRODUCTS:** Featured SEMA Show promo campaigns and limited-edition product collaborations.
- **WABAM:** Championing top-tier auto detailing products for showroom results.

**JO'S RULE:** SHE ONLY ENDORSES PRODUCTS AND SERVICES SHE HAS FIRST-HAND KNOWLEDGE OF, MAINTAINING A FLAWLESS REPUTATION FOR REPRESENTING THE “BEST IN CLASS.”



# Mentoring the Next Generation

- Jo is a powerful advocate for women in the male-dominated automotive aftermarket.
- Actively involved with the SEMA Business Women's Network (SBN) and the Hot Rod Industry Alliance (HRIA).

***RUN, don't walk. It's an amazing, ever-changing industry with rewards that never stop.***



## The “Anti-Diva” Event Personality

- Jo explicitly refuses to cut lines at events—a trait famous among her peers.
- She prefers short, 30-minute signing sessions so she can spend the rest of her time walking evaluating the cars, and listening to the fans’ stories.
- She brings the authenticity of the garage directly to the show.

# Elevating the VIP Experience

- Jo doesn't just sit behind a table waiting for crowds.
- She actively leads VIP tours through the vending areas and show.
- A dedicated supporter of the military, she frequently hosts veterans, taking them on personal guided tours of events.
- She delivers a complete package of result-based marketing strategies with the friendliest professional approach in the industry.



# Give Your Event the Racer's Edge

Book Jo Coddington to elevate your event profile, increase audience engagement, and secure premium brand representation.

Available For:

- Keynote Speaking Engagements & Industry Panels
- VIP Event Hosting & Guided Tours
- Celebrity Product Endorsements & SEMA Booth Appearances

**Ready to Never Lift?**

Booking & Inquiries: [management@jocoddington.com](mailto:management@jocoddington.com) | [www.jocoddington.com](http://www.jocoddington.com)

