

Race Ready: How Grant Products Crafts the Perfect Steering Wheel

In a recent episode of *Race Industry Now*, the weekly EPARTRADE technical webinar series, **Todd Froelich**, Vice President of Sales and Marketing at **Grant Products**, joined host **Brad Gillie** of *SiriusXM, Ch. 90, Late Shift* to explore how Grant has perfected steering wheel technology for the motorsport world — combining over a century of experience, precision engineering, and driver-focused innovation.

A Legacy of Innovation Since 1922

Founded in **1922**, Grant Products began as a manufacturer of engine overhaul kits and safety helmets before pioneering steering wheel production in the 1960s. What started as an automotive supplier soon expanded into nearly every transportation sector — from **racing** and **marine** to **aviation**, **heavy-duty**, and **military vehicles**.

“Grant has become the trusted name in steering control for over a hundred years,” said Froelich. “We’re proud that whether it’s a stock car, off-road racer, boat, or even an airplane yoke — you’ll find our craftsmanship behind the wheel.”

Engineering Safety: The “Bend But Not Break” Principle

Central to Grant’s reputation is its proprietary **full-hoop steel channel construction**, designed to maximize both **driver comfort** and **safety**. Each spoke is inserted and riveted into the wheel’s steel ring before being wrapped in polyurethane, producing a structure that absorbs energy without catastrophic failure.

“We call it *bend but not break*,” explained Froelich. “In a crash, our wheels are engineered to absorb energy and deform safely — not fracture. That can be the difference between a driver walking away or not.”

He emphasized that racers should always replace a steering wheel after any collision.

“Even a small impact can compromise structural integrity. Replacing it is one of the cheapest safety decisions you can make.”

Materials That Matter

Grant’s product line incorporates **leather**, **polyurethane**, **vinyl**, **ultra-suede**, and **Italian sky-wrap materials**, each offering different levels of durability and feel. Froelich noted that while suede offers maximum tactile feedback, it wears faster; leather and vinyl offer longer life; and the textured “gripper” finish provides unmatched control. “Ultimately, it’s about driver preference — comfort, feedback, and fit all play a role,” he said.

New Releases and Custom Options

During the session, Froelich showcased Grant's latest race-ready steering wheels, including models **603**, **604**, and the updated **1075**, each designed with enhanced ergonomics, lightweight construction, and customizable options. New offerings feature additional switch mounts, improved grip geometry, and three-spoke configurations for added hand clearance.

"We wanted to provide even more flexibility for racers," Froelich shared. "These wheels not only perform exceptionally — they look good doing it."

Grant also announced new packaging and shipping protocols emphasizing **North American manufacturing quality** and **premium protection**, ensuring that every wheel arrives in perfect condition.

Built in North America — Designed for the World

With corporate headquarters in **Brownsville, Texas**, and manufacturing facilities in **Matamoros, Mexico**, Grant controls its entire production process, from tooling and testing to assembly. "We're 100% vertically integrated," Froelich said. "It's our own factory, our own quality control. That gives us speed, flexibility, and consistency that others can't match."

Beyond Steering Wheels: Carbon Fiber Engineering

Grant's engineering expertise extends beyond steering wheels. The company also manufactures **autoclave-cured carbon fiber sheets, roll-cage protectors, and switch brackets** used across automotive and marine applications.

"These aren't decorative overlays — they're 100% structural carbon fiber," said Froelich. "We've tested our panels with 500 pounds of weight over a five-foot span — and they didn't even flex."

Committed to Racers and Builders Worldwide

Grant's products are distributed through major partners including **Motor State Distributing** and **Atech Motorsports**, but Froelich encouraged direct collaboration with teams and builders for custom needs. "If a racer or manufacturer has an idea, we want to hear it. We're the experts in building steering wheels — but they're the experts in racing with them."

Grant Products ships worldwide and welcomes dealer inquiries. "No matter where you are — Europe, Australia, Asia — we can deliver," Froelich affirmed. "We're proud to support racers everywhere."

For more information, [watch the full webinar here.](#)