



DEALER PROSPECTUS

2019



HQ
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THE ORIGINAL STREET INSPIRED
FULL-BODIED COILOVERS



Born in a Garage

Nearly 20-years industry experience

Entry Market Product

Easy installation

The Low Life

Well known to give customers that extra ride height adjustability for stance while still maintaining ride quality

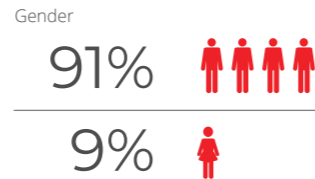
SERVING A BROAD MARKET

At F2, we've kept strong because we believe youth propels culture and we are here to make **safe, quality, affordable coilovers** for a broad market that identify their vehicles as daily drivers.

F2 Type 1 Fixed F2 Type 2 Adjustable

Function and Form (F2) coilovers and suspension accessories has existed for nearly two decades with our main demographic being young, male car enthusiasts. **Our family of products fits well with most WD line cards by addressing a market space where it may be inhibitive for other heavy performance brands.** Our product line is marketed by most WDs as a solid entry level product that covers the spectrum of daily driver to occasional Time Attack track time.

Key Metrics



OUR PARTNERS

85%

Function and Form (F2) is **committed to our dealer partners** with wholesale dealers generating upwards of 85% of sales.

INDUSTRY LEADING 2-YEAR WARRANTY

We guarantee our coilovers for 2-years from the original date of purchase against manufacturer defect. All vehicle applications are designed, fitted, and tested in California. Coilovers are marked with individual serial numbers that help trace production and purchase dates.

OPTIONS AND UPGRADES = REPEAT PURCHASES

Our product line provides various options customers may elect when choosing our coilovers that may be purchased with the initial sale or at a later time – encouraging repeat purchases. Common options include spring upgrades; conversion from fixed to adjustable damping; and conversion from static to air ride for select applications.

REDUCED CS CALLS DURING INSTALLATION

Our Type 1 Fixed and Type 2 Adjustable Damping coilovers kits arrive complete with top mounts and are easy to install, with no need to breakdown OE parts. Our vehicle specific mounts are designed and fitted in California to ensure proper assembly and do not require the customer to change out/ pop out fittings, studs, and other parts. This approach reduces customer service calls and maintains low return rates.

GET IT LOW, GET IT RIGHT

Full-bodied coilover: All Function and Form kits are full-bodied coilovers built for street performance and weekend track enthusiasts. F2 is well established within the JDM market and we are constantly adding new applications to address the growing market for Euro and Domestic vehicles.

FEATURES



Steel Collars and Spring Perches for High Durability and Hardness:

All Function and Form coilovers are built with corrosion resistant zinc plated steel collars, spring perches, and shock body. Steel is the preferred material for ensured durability and is harder than aluminum, performing better under weight, force, and heat.



TYPE 1 Preset damping:

Function and Form Type 1 coilovers has set dampening characteristics matched with proper spring rates for street performance and a smooth ride. Type 1 kits are durable with a smooth ride and provide the lower ride heights we are known for.



TYPE 2 Adjustable damping:

Function and Form Type 2 coilovers are the ultimate street inspired full-bodied coilovers with 32-levels of damping to provide precise control when modifying ride quality and handling.



HSLA Springs

High-strength low alloy (HSLA) steel springs are cold formed to meet and exceed high stress automotive suspension needs. Engineered in Japan for optimal performance with minimal sag tendency. All weather springs are powdered coated to ensure high durability.



Signature F2 Red Powder Coating

Signature red lower mounts are protected with an extremely strong and corrosion resistant powder coating technique. Function and Form lower mounts provide a durable barrier against all weather elements.



Shock Dust Boot:

Polyurethane dust boots are specifically fitted to help keep out harmful road contaminants. Dust boots and bump stops are standard for all Function and Form coilovers.



Pillowball Top Mount w/ Camber Adjustments:

Select applications for vehicles with MacPherson style suspension will feature a pillowball top mount assembly with camber adjustability.

ADJUSTABLE LOWER MOUNTS
All Function and Form coilovers featured a threaded shock body and adjustable lower mounts which allow for lower ride heights without sacrificing shock travel.



2
YEAR
WARRANTY*





CONTACT US



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