
Holley Performance Brands Expands Presence at WKU Innovation Center in Bowling Green

Expansion represents company's commitment to investing back into its business and strengthening its Bowling Green roots

BOWLING GREEN, KY. (June 7, 2024) – Holley Performance Brands (NYSE: HLLY), a leader in automotive aftermarket performance solutions, has announced plans to expand its corporate presence at the Western Kentucky University (WKU) Innovation Campus in Bowling Green, Kentucky. The expansion will bring Holley's corporate functions together in a nearly 80,000-square-foot space, providing enhanced opportunities for its teams to collaborate and innovate to unlock new growth and create new value for the enthusiasts it serves. The new space also reflects Holley's commitment to its long-term roots in Bowling Green and its ongoing dedication to creating excellent workplaces for its employees.

"Holley has a rich history in Bowling Green, and we are excited to continue our valued partnership with another great hometown institution like WKU," said **Matthew Stevenson, CEO of Holley Performance Brands**. "This development supports our ability to invest in our facilities and empower our teams to deliver for our customers, partners, and shareholders, and underscores our deep commitment to this vibrant community. We look forward to strengthening our roots in Bowling Green as we continue to bring innovation, discovery and fun to auto enthusiasts around the world."

The expansion of the company's corporate offices at the WKU Innovation Campus comes as Holley continues its transformative journey to becoming a global leader in high-performance platform solutions for the automotive aftermarket. The company's research and development (R&D) and engineering teams have called the Innovation Campus home since 2021. The expanded space will add room for Holley's customer service center, marketing studio, information technology team, and more. The strategic move provides Holley with access to state-of-the-art facilities and a more collaborative environment, driving growth and innovation with a focus on creating exciting new products and solutions to engage more deeply with a diverse range of performance enthusiasts.

"The success of Holley Performance Brands is a prime example of the upside potential that Kentucky has to offer," **Warren County Judge-Executive Doug Gorman** said. "This dynamic company continues to demonstrate incredible promise and innovation, and we are grateful for their decision to keep and expand their presence in the WKU Innovation Campus. Looking to the future together, this relationship is sure to be a boon for Holley, the Bowling Green area and the commonwealth as a whole."

The exterior facade of Holley Performance Brands' space at the Innovation Campus is currently undergoing a significant renovation, designed to modernize its appearance and functionality. The project began with the installation of a temporary wall and proceeded with phases including electrical demolition, canopy and storefront demolition and the installation of a new storefront.

The renovation will also feature the construction of a new exterior canopy and concrete work. The project aims to be completed within a few months, ensuring that the upgraded facility will enhance the work environment for Holley's employees. When the renovations and move are complete, Holley Performance Brands will be the Campus's largest tenant.

"This expansion will have a great economic impact in South Central Kentucky," said **Bowling Green Mayor Todd Alcott**. "We are grateful for businesses like Holley Performance Brands that continue to invest in our community and our economy."

Holley's expansion and modernization efforts – which have been supported by its relationship with the Bowling Green Area Chamber of Commerce – are a testament to the growing innovation ecosystem in Bowling Green, which continues to positively impact the economy and quality of life of South Central Kentucky. The region's dynamic environment fosters collaboration and growth, making it an ideal location for Holley to thrive and advance its groundbreaking work in the automotive performance sector.

"We appreciate Holley Performance Brands' continued investment in Bowling Green and Warren County especially considering how integral the motorsports sector is to our community brand," said **Chamber President and CEO Ron Bunch**. "We have had the honor of working with the Holley team on a number of growth projects through the years. We are especially excited about what will now be possible, after recommending the WKU Innovation Campus as a location for the R&D, Engineering, and now headquarters functions. Dr. Caboni's passion for what the Innovation Campus can become is producing an environment that benefits our existing companies and attracts new companies to our area."

"We are delighted to welcome Holley Performance Brands to the WKU Innovation Campus," said **Dr. Timothy Caboni, President of Western Kentucky University**. "Our efforts and strategic accommodations to facilitate Holley's expansion underscore our unwavering commitment to nurturing a vibrant innovation ecosystem. This partnership not only reinforces WKU's pivotal role in regional economic development but also significantly enriches the academic and professional opportunities available to our students, faculty, and the wider community."

Year to date, the Bowling Green Area Chamber of Commerce has announced eight economic development projects in South Central Kentucky, totaling \$150.7 million in capital investment creating 257 new jobs in the region. Bowling Green has also been recognized as the #1 Tier 2 Metros in the United States for 2023 and Top 6 for 11 consecutive years by Site Selection Magazine, including 2 #1 rankings (2018 and 2024). The Chamber has also been awarded the Mac Conway Award by Site Selection Magazine which recognized the Chamber of Commerce as a Top 20 Economic Development Organization in the Country for the three consecutive years.

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About the Bowling Green Area Chamber of Commerce

Incorporated in 1935, the Bowling Green Area Chamber of Commerce is a 5-Star Accredited Chamber by the U.S. Chamber of Commerce. As the fourth largest chamber in Kentucky, the Chamber serves as the driving force for South Central Kentucky's Business Community providing valuable services to over 1,300 partners, advocating a positive business environment and stimulating economic development for the area. With leadership programs, governmental relations projects, educational initiatives and involvement opportunities, the Chamber aims to support the community, and its neighbors, in order to enhance the business climate and continue to grow the region.

About Holley Performance Brands

Holley Inc. (NYSE: HLLY), commonly referred to as “Holley Performance Brands,” leads in the design, manufacturing and marketing of high-performance products for automotive enthusiasts. The company owns and manages a portfolio of iconic brands, catering to a diverse community of enthusiasts passionate about the customization and performance of their vehicles. Holley Performance Brands distinguishes itself through a strategic focus on four consumer vertical groupings, including Domestic Muscle, Modern Truck & Off-Road, Euro & Import, and Safety & Racing, ensuring a wide-ranging impact across the automotive aftermarket industry. Renowned for its innovative approach and strategic acquisitions, Holley Performance Brands is committed to enhancing the enthusiast experience and driving growth through innovation. For more information on Holley Performance Brands and its dedication to automotive excellence, visit <https://www.holley.com>.