# Dossier: ROD HALL LICENSED PRODUCTS, LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $651,064.20

**Award Date:** 2023-08-30

**Branch:** ARMY

## AI-Generated Intelligence Summary

**Company Overview:**

ROD HALL LICENSED PRODUCTS, LLC (RHLP) appears to be primarily a licensing and product development company focused on ruggedized, high-performance aftermarket automotive components and accessories, particularly for off-road vehicles. They leverage the brand recognition and reputation of Rod Hall, a legendary off-road racer, to design, develop, and license his name and expertise to manufacturers for specific products. RHLP aims to solve the problem of inconsistent quality and reliability in aftermarket off-road parts by providing manufacturers with proven designs and engineering specifications backed by Hall's decades of racing experience. Their unique value proposition lies in the combination of a well-known and trusted brand within the off-road community, coupled with a focus on engineering integrity and performance-driven design principles. It does not appear that RHLP is directly involved in DoD related ventures, but could have second-tier opportunities through vehicle upfitting and modifications.

**Technology Focus:**

* Design and licensing of off-road suspension systems, including long-travel kits, shock absorbers, and associated components. Specifications are tailored to specific vehicle models (e.g., Jeep, Ford trucks) and performance requirements (e.g., rock crawling, desert racing).
* Development and licensing of high-performance engine components and accessories, such as air intake systems, exhaust systems, and tuning software, designed to enhance horsepower, torque, and fuel efficiency in off-road applications.

**Recent Developments & Traction:**

* While specific funding rounds or DoD partnerships are not readily available, RHLP continues to maintain a strong presence at off-road industry trade shows like SEMA, showcasing new licensed products. Information on partnerships and licenses can be found through manufacturer product announcements.
* Rod Hall Products, licensed by RHLP, released a range of suspension components for the Ford Bronco in 2021 (per manufacturer press releases).

**Leadership & Team:**

* Rod Hall:\*\* Founder and namesake. Highly respected off-road racer with a long and decorated career. The key driver behind the brand's reputation. Specific titles and management roles are not readily available online.
* Additional leadership details are not publicly accessible.

**Competitive Landscape:**

* ICON Vehicle Dynamics:\*\* Specializes in high-performance suspension systems for trucks and SUVs, directly competing in the off-road suspension market.
* Fox Factory (FOX Racing Shox):\*\* A major manufacturer of shock absorbers and suspension components across various motorsports, including off-road racing.
* RHLP's differentiator is primarily based on the Rod Hall brand and its association with legendary off-road racing success, providing an edge in consumer trust and brand loyalty.

**Sources:**

1. [https://www.rodhallracing.com/](https://www.rodhallracing.com/) - Rod Hall Racing website. Provides background on Rod Hall and his racing career, which is essential for understanding the brand's value.

2. [https://www.sema.org/](https://www.sema.org/) - SEMA (Specialty Equipment Market Association) website. Useful for tracking new product releases and industry trends related to RHLP's licensees. (Search for "Rod Hall Products" or related licensees like Superlift).

3. [https://www.superlift.com/](https://www.superlift.com/) - A licensee of Rod Hall Products, Superlift's website offers insight into specific applications and product details licensed from RHLP.