

Ed Iskenderian And The History Of Hot Rodding



When it comes to the world of hot rodding, Ed Iskenderian is a name that stands out. With his innovative ideas and determination, he played a significant role in shaping the history of hot rod culture as we know it today.

The Early Days

Ed Iskenderian, commonly known as "Isky," was born in 1921 in Napa Valley, California. Growing up with a passion for cars, he found himself naturally drawn to the world of hot rodding. In the late 1930s, Isky began his journey by modifying his own Ford Model T, boosting its performance through various modifications.



Isky: Ed Iskenderian and the History of Hot Rodding: Ed Isky Iskenderian and the History of Hot Rodding by Matt Stone (Kindle Edition)

★★★★☆ 4.8 out of 5

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During that time, the hot rod scene was still in its infancy. Isky's tinkering garnered attention from fellow car enthusiasts, who were impressed by his craftsmanship and attention to detail. It wasn't long before Iskenderian's reputation started to spread throughout the community, solidifying his place as a skilled hot rod builder.

Innovation That Changed the Game

Ed Iskenderian was a pioneer in developing performance camshafts, which revolutionized the hot rod industry. He began experimenting with different designs to squeeze every ounce of power from the engines. His innovative camshafts provided hot rod enthusiasts with an affordable and reliable way to increase engine performance.

Isky's unwavering commitment to quality and performance quickly gained him a loyal customer base. Hot rodders flocked to his store in Los Angeles, eager to get

their hands on his revolutionary products. Iskenderian was not only selling camshafts but also knowledge and expertise to help fellow enthusiasts in their own hot rod builds.

Isky and the So-Cal Speed Shop

In the late 1940s, Ed Iskenderian teamed up with another hot rod legend, Alex Xydias, to establish the So-Cal Speed Shop. Together, they combined their talents and resources to create a paradise for all hot rod enthusiasts. The shop quickly became a focal point for hot rodders, offering a variety of parts, accessories, and expert advice.

With the success of the So-Cal Speed Shop, Iskenderian's influence on the hot rod culture continued to grow. He started sponsoring racers and even established his own racing team, which achieved great success. Isky's commitment to hot rodding went beyond selling parts; he actively contributed to the sport by supporting racers and promoting safe racing practices.

Legacy and Recognitions

Over the years, Ed Iskenderian's contributions to the world of hot rodding were widely recognized. In 2008, he was inducted into the SEMA Hall of Fame, honoring his significant impact on the industry. Isky's dedication to innovation and his relentless pursuit of performance cemented his place as one of the foremost figures in hot rodding history.

Today, Iskenderian's legacy lives on through his company, Isky Racing Cams, which continues to produce high-quality camshafts and other performance parts for hot rod enthusiasts. His impact on the industry remains undeniable, and his name is synonymous with excellence and innovation.

The Enduring Spirit of Hot Rodding

The story of Ed Iskenderian is just one chapter in the rich history of hot rodding. From its humble beginnings to the massive industry it has become today, hot rodding has always been driven by passion, innovation, and a desire to push the boundaries of automotive performance. It is an enduring spirit that has captivated individuals for generations, and Ed Iskenderian played a pivotal role in shaping that spirit.

So, the next time you see an impressive hot rod on the road, take a moment to appreciate the legacy of Ed Iskenderian and the countless enthusiasts who have left their mark on the history of hot rodding.



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Delve into the life of Ed Iskenderian, a gifted machinist with a natural knack for promotion, who started a cam business from the ground up and became a leading cam authority and hot rodding icon.

Isky: Ed Iskenderian and the History of Hot Rodding, tells the whole story, including his pre-war Lake Muroc and car club activities, his military service, how he started a small business fabricating parts and making cams in the back of a rented shop, and how he then sold those cams to other rodders. It covers how he grew a business from a single cam grinder and became an authority in the field in barely 10 years.

To tell the life story of Ed 'Isky' Iskenderian is to tell the history of hot rodding in America. Ed was there from the very beginning. Born in 1921 to first-generation Armenian immigrants, Ed's first hobby was ham radio, but like many young men in the years before World War II, his interest turned to automobiles, especially hot rods. Ed had natural skills in metal working and machining that were developed in high school. He wanted to further develop those skills, so he joined the Air Corps to continue his education and flew with Air Transport Command. By the time Ed was out of the service, the California hot rod scene was in full bloom with tens of thousands of vets who had the desire to make cars go fast.

Ed was an early pioneer in the industry for print advertising and catalogs. He purchased an ad in the second issue of Hot Rod magazine. Sensing something big, his instincts, as always, were right. He was also the first to use T-shirts and uniforms as promotion. Ed was also among the first to understand the value of having successful race cars using his cams in their engines and wearing his decals on their fenders. The biggest names in the racing industry were running Isky cams, and Ed made sure the world knew it.

Ed's company name went on to become one of the household names in the performance community. His continued success is an entertaining tale of mingling with industry icons, insight into the business of hot rodding, great stories of

yesterday and today, and a life very well lived. You will enjoy the stories recorded here as much as Ed 'Isky' Iskenderian seems to enjoy telling them.



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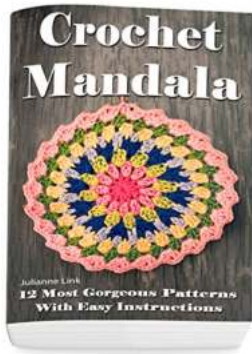
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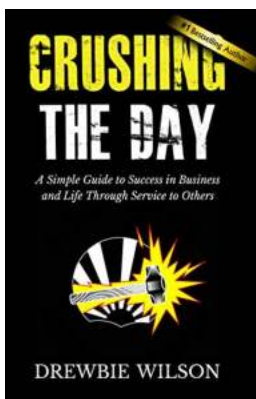
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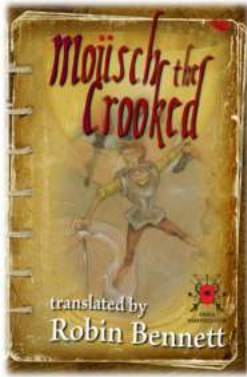
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