

2007

It all started with a dream...

To individually own a successful business and to one day operate out of a 100k sq ft stocked warehouse

2008

Leased a 15,000 sq ft building and started DNA Motoring.

Hired 10 employees and practically lived at the office to survive.

2009

Reached capacity and expanded to 30,000 sq ft.

Increased employees to 20

Reached approximately 1000 sku's in stock

2010

Reached capacity and expanded to 40,000 sq ft

Approximately 2000 sku's in stock

Launched R&D department and began prototype fabrication and testing

2011

Reached capacity and began preparations to consolidate and relocate

Started marketing and participating in events and sponsorships

2012

Moved entire operations to a 80,000 sq ft warehouse

Increased employees to 30

Approximately 5000 sku's in stock

Sponsored Formula Drift

2013

Reached capacity and expanded to 120,000 sq ft

Increased employees to 40

2014

Invested in exhaust factory partnership

Attended Sema as an exhibitor for the 1st time

Built a race team and race car for Formula Drift

Launched daughter company and increased employees to 70

2015

Opened overseas office

2nd year as Sema exhibitor

Approximately 8,000 sku's in stock

Increased employees to 90

Began participating in time attack

2016

Reached capacity and expanded 130,000 sq ft in Texas

3rd year as Sema exhibitor

Increased employees to 110

2017

Reached capacity and partnered with 3rd party warehouses in New Jersey and Florida

4th year as SEMA exhibitor

Launched in house software development team

2018

160 employees globally combined between parent and daughter companies

5th year as Sema exhibitor

260,000 sq ft combined

Over 10,000 sku's in stock