



Kory Willis, growing up in the small Louisiana community of Indian Village, learned to love speed at three years old when he discovered that adjusting the screw on the throttle of his gas-powered four-wheeler yielded more speed. He fast tracked by dropping out of high school, earning his GED two weeks later so that he could jump straight into college at Louisiana State University. While already operating a successful small business, he expected college to be the price necessary to pave the path to a successful career.

Recognizing his talent for transforming vehicles into racing machines, he saw a business opportunity that could surpass those typically availed by a college degree.

As an 18 year-old student, Kory saw a unique business opportunity that would financially support his love for racing. Knowing that spending more time on books and less time working would impede his success, he dropped college and focused full time on growing Power Performance Enterprises. Breaking his first world record pushed Willis beyond his wildest racing dreams, soon propelling PPEI into the globally-recognized entity that it remains today.

Kory is a professional race car driver, most recently securing trophies as part of Dana White and Travis Pastrana's acclaimed Nitrocross series. He is presently collaborating with Ram Truck's diesel race team to push its Cummins Dually, named "Liberty", to its racing limits.

Facing industry shifts, Willis pivoted PPEI from automotive racing to on-road vehicle solutions, investing heavily to sustain operations. PPEI has become one of the few tuning companies in the USA to pass California's stringent tailpipe emissions requirements. Currently, PPEI sells custom tunes, reflecting Willis' resilience and dedication to business survival while protecting his team, family, and friends.

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Redefining The Limits