



Hondata Has Joined the Engineered Performance Technologies Group

July 16, 2026 (Torrance, CA) -- Derek Stevens and Doug Macmillan cofounders of Hondata announced that the company joined the Engineered Performance Technologies (EPT) Group in May. Hondata, which is headquartered in Torrance, California is the leader in providing highly engineered software and supporting hardware solutions to Honda and Acura performance enthusiasts. Hondata has a deep commitment to providing market leading software, supporting hardware, and market leading customer support to the Honda and Acura performance market. Since 1999, Hondata has established itself as the leader and key innovator in the Honda tuning and vehicle customization market. By joining forces with EPT, Derek and Doug commented that the company will have additional resources and support to help accelerate its technological leadership, expand its customer service/support systems, and to bring even more innovations to the Honda/Acura marketplace. We are excited about this next step in the growth and expansion of the Hondata business.

Jeff King, EPT's President, CEO, and Director stated, "We are very proud to welcome the Hondata Team to the EPT Group of companies. We are committed to expanding our support and product offering to Honda performance enthusiast, and believe that the addition of the Hondata business to the EPT group that includes PRL (the leader in bolt-on performance hard parts for the Honda market) and COBB Tuning (the leader in delivering emissions compliant Power Packages to the Japanese nameplate market) will significantly expand the solutions that we can offer Honda enthusiasts."

Mr. King continued, "We have been very impressed with the Hondata Team, their focus on supporting the Honda enthusiast, and the legacy of technical leadership that Derek Steven and Doug Macmillan have established at Hondata. We are very pleased that both Derek and Doug along with the rest of the Hondata Team will continue in their roles at Hondata. The entire EPT Team is excited to collaborate with the Hondata Team to help accelerate the strong growth trajectory at Hondata, and to bring new emissions compliant Power Packages to the Honda/Acura market."

Mr. King concluded by stating that, "We are very proud to welcome the Hondata businesses to our group of leading enthusiast automotive companies and want to welcome all of Hondata's Team Members and Customers to the EPT Group. Together we will continue to focus on delivering market leading products, technologies, compliant performance solutions and Power Packages, and unmatched customer support for the Honda and Acura enthusiast."

For more information on EPT, please visit: www.engineeredperformancetechnologies.com

For more information on Hondata, please visit: www.hondata.com

For more information on PRL Motorsport, please visit: www.prlmotorsports.com

For more information on COBB Tuning please visit: www.cobbtuning.com