New Products Showcase Preview

100+ Products to Be Unveiled at the 2010 SEMA Show

The SEMA Show is all about innovation and creativity. For a taste of what’s coming at the 2010 event, check out the more than 100 new products previewed here. To see more than 1,500 on display, head to the New Products Showcase at the Las Vegas Convention Center on November 2–5, 2010.

Ahwooga.com
Booth #23078

Ahwooga.com is an online swap-meet site that now offers more than 100,000 new and used auto, truck, motorcycle, boat and airplane parts as well as tools and technical manuals from a wide variety of sellers. The site is also a hub for vintage and restored car buffs who sell or are in search of rare or difficult-to-source parts. Each seller manages his or her own “store,” and contact information is listed so buyers can call or e-mail sellers for more facts and photos. Information: www.ahwooga.com or call 520/261-0044.

AAC Car Cover Inc.
Booth #12377

AAC Car Cover designs are new and exciting protective custom car covers for any type of vehicle, including cars, motorcycles, RVs, buses, boats and small aircraft. The company also offers custom car cover designs that display a fun variety of animal shapes or other distinctive features and 3-D accessories. All AAC Car Covers have a utility patent-pending #61/280,865, all rights reserved. Information: www.carcoverdesigns.com or call 877/258-2975.

Advanced Automotive Concepts
Booth #11560

Advanced Automotive Concepts introduces the Oracle SMD line of halo conversion kits for the ’10 Chevrolet Camaro. These halo kits were designed to either replace the existing RS halos or add halos to non-RS housings. Oracle SMD halos outshine the factory RS halo ring’s luminous output by more than 800%, the company says. Besides being brighter, the Oracle SMD halos are said to produce a more vibrant and consistent type of lighting by using close to 100 high-powered SMDs compared to the single LED used in the RS ring. Information: www.aacstyle.com or call 800/407-5776.

Anvil Auto Inc.
Booth #24929

Best known for its lightweight carbon-fiber parts for GM musclecars, Anvil Auto Inc. is announcing a new line of parts for ’69–’70 Mustangs, to be followed by parts for older generations as well as new Mustangs in the coming months. The new line includes custom hoods, widened front fenders, deck lids, chin spoilers, rear spoilers, front and rear bumpers and rear quarter extensions. The company’s booth display will include a custom-built ’69 Mustang by Pure Vision. Information: www.anvilauto.com or call 888/723-8882.

Akrapovic America
Booth #25019

The Akrapovic Evolution exhaust system is a complete replacement for the stock Porsche 911(997FL) GT3/RS exhaust and retains the “dual-mode” valve control system. The handcrafted titanium headers incorporate cast-titanium flanges that are designed and produced in Akrapovic’s in-house foundry for a perfect, leak-free fit. Additionally, the headers have integrated 100- cpsi sports catalysts that, in conjunction with the company’s high-flow side mufflers and center mufflers, are said to noticeably increase both power and torque output. Information: www.akrapovic.com or call 949/208-0933.
Applied Products Inc., makers of Retrax, announces the release of the all-new Pro-trax, said to be the pinnacle of retractable pickup bed cover technology. This unique cover is constructed of heavy-duty aluminum slats that are connected by flexible hinges to create a durable and weather-tight seal. The cover utilizes a unique, patented design that allows it to retract on sealed ball-bearing rollers into a compact spiral canister located at the front of the pickup bed. This low-profile design provides a dependable seal to help keep the pickup bed dry. Information: www.rolltopcover.com or call 800/206-4070.

Armor Protective Packaging
Booth #24787

Armor’s Metal Rescue rust remover bath can safely and effectively remove iron oxide from metal in as little as 10 minutes, leaving the base part and other materials (including the user) unaffected. The non-toxic liquid solution does not contain harmful acids found in alternative rust-removal systems. As supplied, the product is non-corrosive, non-flammable, non-toxic and biodegradable and contains no VOCs, solvents, acids, bases or hazardous ingredients. If no toxic or hazardous materials have been introduced to the solution, Metal Rescue rust remover bath typically can be disposed of into the city sewer. Information: www.metalrescue.com.

ATS Diesel
Booth #24612

The ATS Diesel Co-Pilot Controller is a transmission pressure control for the 68RFE automatic transmission used in 2007.5 and newer Dodge Ram 2500 and 3500 HD diesel trucks. Its automated internal computer regulates clutch-pack pressure inside the transmission to prevent gear slippage under increased load (such as in heavy towing). Information: www.atsdiesel.com or call 800/949-6002.
Autoglym Bumper Care cleanses and revives unpainted molded bumpers, fenders, grilles, mirror casings, door handles, tire walls and mud flaps, restoring them to their original finish. It is even perfect for use on vinyl roofs, the company says, and it will completely remove white residue and restore the blackest of blacks. Easily spreadable, Bumper Care is a gel that contains highly sophisticated cleaning and protective coating agents, which provide a tough, translucent, flexible barrier against moisture, atmospheric pollution, traffic film and the sun’s harmful UV rays. Information: www.autoglymusa.com or call 305/266-3887 x202.

Autoglym Fast Glass is a rapid and easy-to-use cleaner. It is free of abrasives, waxes and silicones and leaves no residues, making it versatile and safe for use on a variety of surfaces, from window and mirror glass to acrylic, perspex and plastic windows. It is said to work quickly to eliminate traffic deposits, bug residues, tree sap, oil, grease and bird droppings. It also removes polish stains on paintwork and plastics and is even perfect for LED video and satellite navigation screens inside the car, the company says. Information: www.autoglymusa.com or call 305/266-3887 x202.

The Automobile Club of Southern California will host a booth at the 2010 SEMA Show. “The center conducts vehicle analysis and tests automotive aftermarket parts,” said Steve Mazor, the Auto Club’s chief automotive engineer and research center’s manager. “It also has proven capabilities on a wide range of tests and other customized test cycles on a number of fuels.” The Auto Club provides technical information to the public, government agencies and the automotive industry about vehicle safety advances, emissions reduction and fuel economy and engine performance. Information: 909/612-2560.
Automotive Specialty Tool LLC
Booth #25125
Automotive Specialty Tool LLC is launching a web-based system for access to expensive, effective and sometimes hard-to-find specialty automotive tools. The company is linked to premier web forums detailing information on how do-it-yourselfers can perform the more complex vehicle modifications, how to use specialty tools, potential issues during the project, etc. The goal is to link potential lenders with interested renters of these specialty tools while ensuring worry-free lending. The company’s insurance policy addresses issues of fraud, breakage, insurance cost and other lender and borrower concerns. Information: www.automotivespecialtytool.net.

Auction123.com
Booth #11621
An inventory management and marketing provider for automotive dealers since 2001, Auction123 is launching an innovative Facebook application supporting automotive, RV, commercial truck, motorcycle, marine and powersports dealers. The app integrates a real-time inventory showroom and offers inventory wall posting functionality for dealers of all vehicle categories. It is designed to provide multiple opportunities for dealers to generate qualified leads from their page visitors. Each vehicle selected will open a detailed presentation, complete with extra-large images and rich content, including a comprehensive list of all features and options. Information: www.auction123.com/auto or call 888/514-0123.

Bestop
Booth #30033
The PowerBoards are an electrically powered running board that are first to market with an integrated light kit included, reducing overall installation time. PowerBoards are rigorously tested to meet and exceed OEM standards, including more than 1,000 hours of pressurized salt spray and intense cycle testing. Bestop also offers an unsurpassed three-year/36,000-mile warranty and improved packaging that better protects all components and hardware. Available now for all popular trucks and Jeep JK Unlimited models. Information: www.bestoppowerboard.com or call 800/845-3567.
BGF Industries
Booth #21636

BGF Industries Inc. has launched a line of aluminized glass fabric called Barracuda, providing manufacturers with a unique material that is both moldable and stylish in appearance. Barracuda’s classy looks are exceptionally well-suited for the automotive aftermarket in interior trim items, such as gearbox covers, dashboards and door panels as well as exterior applications, such as spoilers, hood scoops and body trim. Barracuda has many of the same qualities as fiberglass cloth. Compared to metal and steel, it is extremely lightweight and flexible but maintains a comparable level of strength. Information: www.bgf.com or call 800/476-4845.

Borla
Booth #22957

Borla announced the development of a revolutionary new exhaust technology that enables its engineers to deliver unprecedented vehicle-specific control over the acoustical note of an exhaust throughout the rpm range while retaining 100% of the power-adding capabilities of Borla’s patented multi-core design, the company says. Called ATAK (Acoustically Tuned Applied Kinetics), this exclusive technology is said to produce the highest available decibel levels in the Borla street-legal lineup and is designed for high-performance purists who prefer exhaust notes over their stereos. Information: www.borla.com or call 877/GO-BORLA.
Canton Racing Products
Booth #20552

The new fabricated aluminum coolant recovery/fill tanks from Canton Racing Products are built to handle the toughest off-road applications. They are constructed from .100 aluminum and are TIG welded for maximum strength. They feature a vented fill cap and are easily installed in the stock location to offer increased strength and aesthetics over the factory tank. They are available for '81–'86 Jeep CJs, '87–'95 Jeep YJ Wranglers and for '97–'06 Jeep TJ Wranglers. Information: call 203/481-9460.

Century
Booth #31095

Century will use part of its SEMA Show booth space to let dealers and prospects get their hands on the recently relaunched Cargo Cover tonneau. Show attendees who get up close and personal with the “CC” will see what Century dealers have been raving about: revamped and simplified hardware that makes Cargo Cover installations simple, consistent and quick. And dealers will see how the engineering breakthrough was accomplished without changing the styling profile that made the Cargo Cover famous. Information: www.truckgroup.com or call 916/771-0196.

Champion
Booth #10700

Champion introduces a new, quiet, reciprocating compressor called Evolution, which combines the advantages of a reciprocating compressor coupled with less noise and vibration. Evolution is said to deliver powerful performance, easy maintenance and reduced noise pollution for maximum customer satisfaction. It consists of an acoustic enclosure that covers an electric motor and a two-stage, splash-lubricated compressor pump with features, such as slow-speed operation for long life, rugged cast-iron crankcase construction for maximum reliability, unique gasket-less head design, stainless-steel valve disks and tapered roller main bearings for superior dependability. Information: www.championpneumatic.com or call 800/232-0865.
Coker Tire
Booth #22875

BF Goodrich Silvertown Radials unite new-age performance with period-perfect styling, according to Coker Tire. With identical sidewall treatments of the bias-ply tires fitted on the greatest musclecars of the late-’60s to mid-’70s, the real benefits of these BFG tires come in the form of performance, reliability and comfort. There’s no better way to update GM, Ford and Mopar cars. These tires provide musclecars with capabilities they never had with bias-ply tires and offer a smooth ride thanks to the V-block tread design. Available in P215/70R14, P215/70R15 and P225/70R15 sizes. Information: www.cokertire.com or call 800/251-6336.

Coker Tire introduces a new line of Excelsior tires that combine modern radial construction with classic appearance. The Excelsior Stahl Sport Radial line is made to replace bias-ply tires on vintage cars. This steel-belted radial is targeted toward restored vehicles built before WWII, but the wide range of sizes makes for a long list of applications. Twenty sizes are available, with wheel diameters ranging from 16 to 21 inches. The new Stahl Sport Radial would also be perfect for a traditional hot rod going for the vintage race-car look. Information: www.cokertire.com or call 800/251-6336.

Crazy Fish Graphics
Booth #12532

With more than five years of testing, Crazy Fish Graphics has perfected formulas for various waxes, polishes, cleaners and quick-spritz detailers. The company’s product line includes Wild Wax, Fish Slime metal polish, Fish Food nutrition, moisturizer and conditioning system for leather, rubber and vinyl, Fish Spritz detailing spray and Piranha concentrated heavy-duty all-purpose cleaner. These products can also be used for other markets as well. For marine and boat use, Crazy Fish offers Aquacharged Wild Wax—basically the Wild Wax on steroids. Information: www.crazyfishgfx.com or call 773/254-3500.

Crazy Fish Graphics says that it has brought unheard of super metallic exotic colors to vinyl striping. Crazy Fish Graphics is offering rich vibrant super metallic colors in striping kits for vehicles or whatever else you may want to apply them to. The initial color choices range from Crazy Fish Green to Blaze Orange to Bumble Yellow to Alien Green. These vinyl striping kits are long-term durable and rival true custom paint at a fraction of the cost. If you can’t handle attention, do not look at these kits. Information: www.crazyfishgfx.com or call 773/254-3500.

ClassicCarDatabase.com
Booth #24593

ClassicCarDatabase.com, newly online in the last year, offers a wealth of information for car guys—all free. This database is a listing of specifications for American cars manufactured between 1910–1975. More than 33,000 models are included, with more than 75 data points possible for each model. The database is constantly being updated and expanded. The specifications include engine and transmission data, VIN numbers, descriptions, locations and more. Plus, there are listings of car clubs, automotive-related museums and automotive-related vendors. This platform provides excellent advertising opportunities. Information: www.classiccardatabase.com or call 303/252-0436.
Creepex
Booth #10563

Picture a creeper so far beyond everything else on the market that it may represent a new definitive standard of body protection for mechanics. Safety is the driving idea behind Bodyguard, the only creeper with built-in frame protection. Its unique design provides the ultimate body protection while allowing normal, unrestricted arm movements. Although the Bodyguard is higher than a regular creeper, you don’t need to lift the vehicle higher; the Bodyguard’s highest point is equal to the tip of the nose of a mechanic lying on a regular creeper. Information: www.creepex.com or call 877/273-3739.

Del City
Booth #23875

Del City introduces LED illuminated and non-illuminated engine-start pushbutton switches as the newest additions to its switch line. They are available in red-, green- or blue-colored lenses. The nylon frame, plastic actuator and chrome plastic cover make them ideal for any aftermarket application. Each is rated for up to 50 VDC and is suggested to be used with a starter solenoid. Switches mount through a panel up to .354-inch (9mm) thick in a 7/8-inch (22mm) hole with a nylon back-up nut and electrically connect with M4 copper-alloy screw terminals. Information: www.delcity.net or call 800/654-4757.

Directus
Booth #11455

Directus introduces its Prodigy series rearview mirror integration system, designed to be used with more than 80% of OEM touch screens as well as the ability to plug and play into many aftermarket head units. Directus says that the patented technology incorporated into the Prodigy system gives the user a new level of technology and functionality in many new or pre-owned vehicles. The willingness of OEM automotive manufacturers and car dealers to bring consumer electronics functionality into the vehicle has opened the door for products such as the Prodigy series. Information: www.directusnav.com or call 810/355-2266.

Custom Auto Restoration News
Booth #24589

Customauto restorationnews.com is a new website that serves the information needs of professionals in the custom, hot rod, musclecar and restoration industries. The site provides industry news, troubleshooting articles and videos, new-product releases, design profiles, project profiles and more. The site is also the official source of information about the Custom Auto & Restoration Expo, which will be held in Orlando, Florida, June 23–25, 2011. Both the website and the expo are owned by Exponation, headquartered in Roswell, Georgia. Information: www.exponation.net or call 770/649-0300 x13.

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Introducing the all new Excelsior Stahl Sport Radial

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Eagle Abrasives Inc.
Booth #10945

The hottest sanding system everyone is talking about—Super Assilex—is, said by the manufacturer, to be the perfect sanding medium for today's advanced painting technology. Finishing without irregular scratches that can be caused by non-woven products or the risk of over-sanding by standard abrasive sheets, it provides speed, uniform coverage an extremely shallow sanding pattern. Super Assilex saves up to 70% or more in labor time, thus, greatly improving productivity. Information: www.eagleabrasives.com or call 888/68-EAGLE.

Innovative Vehicle Solutions
Booth #24223

Innovative Vehicle Solutions will introduce Havoc-edition performance-based and appearance packages for the fifth-generation Camaro. The Havoc 5 (450hp) package includes the IVS Havoc full aero kit to complete a unique cosmetic exterior using a front chin spoiler, rockers, a rear spoiler, a two-piece diffuser and 20-inch wheels in black or bright. The Havoc 7 (550hp–605hp) package includes all the same components as the Havoc 5 plus a supercharger, optional long-tube headers and high-flow cats as well as optional extra-duty axles, CV joints and a pillar-mounted boost gauge. Information: www.ivsauto.com or call 248/577-0010.

DriveNTalk
Booth #11261

KlaT 7 is a Bluetooth hands-free car kit that is installed inside the dashboard of the vehicle. KlaT 7 can be controlled by voice. The user speaks into the system, and it will automatically transform the speech into SMS or e-mail and transmit it with its special service. The user won't miss important phone calls, and he/she can also send SMS or e-mail safely while driving. KlaT 7 is also equipped with high acoustic quality and is easily integrated into a vehicle's speaker system. KlaT 7 is compatible with today's cell phones. Information: www.enus.co.kr or call +82-70-7547-7530.
H&R Special Springs Booth #21402

H&R Special Springs introduces its coil-over suspension system for the new ‘10 Camaro (PN 50779). Exclusive to H&R, this coil-over kit is height adjustable, allowing the customer to lower the vehicle’s ride height approximately 1.2 to 2.2 in. in the front and 1.0 to 2.3 in. in the rear to achieve the optimum vehicle stance for tight handling and great ride quality. Featuring H&R’s exclusive monotube damper technology, each shock is specifically engineered to work smoothly with the specifically designed H&R progressive rate springs. Information: www.hrsprings.com or call 888/827-8881.

Hedman Booth #22355

With all the cookie-cutter products that companies release (because they are fast movers), it has become more difficult to build an affordable street rod and make it look different. Hedman’s Hot Rodz addresses this “product fatigue” by offering a viable alternative to pre-built Lake- and Zoomie-style street-rod headers. Hot Rodz kits come complete with all required flanges, mandrel-bent tubes, hardware and gaskets needed to build a finished set. Hot Rodz kits provide the necessary freedom of design needed to create a genuinely unique and personalized street-rod project. Information: www.hedman.com or call 562/921-0404.

I-CAR Booth #10819

I-CAR, the Inter-Industry Conference on Auto Collision Repair, will make its debut at the 2010 SEMA Show, where it will introduce the TechPro World Tour welding demonstration and offer several collision repair training opportunities. I-CAR is also offering 12 training opportunities and premiering an all-new course: Vehicle Technology and Trends 2011. Each of the training opportunities is centered on providing students with current issues surrounding vehicle technology and important collision repair training. To register for I-CAR training at the 2010 SEMA Show, visit www.i-car.com/SEMAShow. Information: www.i-car.com.
IMMI
Booth #33166
IMMI, the manufacturer of CargoBuckle, BoatBuckle and PetBuckle products, will release a 1-in. retractable, ratcheting tie-down system at the 2010 SEMA Show. The tie-down is ideal for applications, such as securing equipment to trailers, including motorcycles, ATVs, UTVs and lawn and garden equipment. The system comes with 6 ft. of webbing, has a breaking strength of 1,400 lbs. and a working load of 466 lbs. Retractable products from IMMI include a BoatBuckle transom tie down, a CargoBuckle ladder rack tie down and a 2-in. CargoBuckle retractable tie-down system. Information: www.cargobuckle.com or www.boatbuckle.com.

Intrepid Control Systems Inc.
Booth #11553
Intrepid Control Systems Inc. announces its neoOBD interface to overcome the limitations of interfacing aftermarket devices to today’s vehicles. The neoOBD connects directly with the car’s OBD port and stereo AUX input. Once connected, the neoOBD provides additional Bluetooth services to supplement the limited services standard in the vehicle, including Bluetooth with stereo audio, remote control protocol, vehicle communications/serial port profile, display OBD via CAN vehicle network (04–present models), a high-current charging port to charge the mobile device from the OBD connector and more. Information: www.intrepidcs.com or call 586/731-7950.

Joe Gibbs Racing
Booth #23593
A new coolant system protector from Joe Gibbs Driven offers improved rust and corrosion protection. The impurities in city or well water sources can cause rust and corrosion inside the radiator, water pump and cylinder heads, and this can lead to a loss of cooling efficiency. Joe Gibbs Driven Coolant System Protector stops the adverse effect of hard water better than the leading brand of coolant additives. Laboratory tests show that Joe Gibbs Driven CSP prevents hard water rust and corrosion better than the leading brand. Information: www.joegibbsracingoil.com.

Sunpro® unveils modern versions of its 60s tachs.
In the 60s and 70s, muscle car owners wouldn’t be caught on the boulevard with any tach but a Sunpro®.

Now, Sunpro has brought back these classic tachs, featuring modern electronics on the inside, but with the same retro styling and metal housing that got them into the HOT ROD Magazine Speed Parts Hall of Fame. For nearly 60 years, Sunpro has been the performance legend, delivering great looks, innovative features and reliable performance. Whether you have a restoration or a modern ride, you can make it look about 8000 R.P.M.s cooler.

Available at leading performance retailers. For more information, call 800-228-7667 or visit www.sunproretro.com

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The tach that caused a revolution is back.

Sunpro®
The Performance Legend™
www.sunproretro.com
Ken-Tool
Booth #41262

Ken-Tool announces the Valve Breaker, which allows the quick removal of valve stems from demounted wheels. The tool is compact and powerful, using a slide-ram design to drive a heat-treated punch into the valve stem seat to easily pop it out of the rim after the wheel has been demounted. This allows the service technician to remove the stem with the wheel on the floor. The slide ram is made from round steel bar stock to drive more energy into the valve stem to knock it out of the wheel quickly and efficiently. Information: www.kentool.com.

L.A. Sleeve
Booth #20547

L.A. Sleeve ProCross ProCool Sport Compact sleeves are manufactured from centrifugally spun-cast ductile iron. L.A. Sleeve says its the only American-manufactured sleeve made in Moly2000 ductile, the finest iron available, with a greater density than any other sleeve competitor. Greater material density provides consistent grain flow microstructure. The centrifugal process involves patented procedures to control the desired graphite and matrix distribution throughout the sleeve. Moly2000 ductile is wear- and shock-resistant to ensure piston rings riding a stable bore surface, creating ring seal and compression boundaries. Information: www.lasleeve.com or call 800/822-6005.

Little Boys Off Road Toys LLC
Booth #30191

Little Boys Off Road Toys says that its Gearsafe is an innovative new product for Jeeps, SUVs or trailers that allows users to add valuable lockable storage space to their vehicles without requiring more space to do it. Made of steel, the Gearsafe securely encloses the space inside the spare-tire wheel and provides an inconspicuous place to lock tools, gear or valuables safely. Whether it’s a daily driver, a recreational vehicle or a trailer queen, the Gearsafe will help keep gear ready and close at hand. Information: www.littleboysoffroadtoys.com or call 866/604-8021.

If you can’t start, you can’t finish. So race teams everywhere depend on ODYSSEY® Extreme Racing™ batteries. Thanks to rugged construction and tightly packed, pure lead plates you’ll get twice the overall power and three times the life of conventional batteries. With massive starting power, deep-cycling recoverability and extreme vibration resistance ODYSSEY Extreme Racing batteries can’t be beat. Need Extreme power? Get THE EXTREME BATTERY. To locate a dealer, visit www.odysseybattery.com.
Lokar
Booth #23175

Lokar has expanded its quality throttle cable and kickdown cable product line with a new and exclusive black stainless-steel housing. Assembled with matching black-anodized aluminum fittings, these cables will take a vehicle to a whole new dimension. Available for most applications. All Lokar products are manufactured in the U.S.A. and carry a lifetime warranty. Information: www.lokar.com or call 877/469-7440.

Rays Company Ltd. unveils a new wheel named the TE37 Super Lap, imported by Mackin Industries Inc. Users can now also benefit from a lighter wheel that has 1 lb. reduced from the standard TE37 weight. Rays has reduced the weight of the wheel yet retained the same structure rigidity by shaving off unnecessary material in certain areas. The new TE37 Super Lap is a monoblock forged wheel that is built using the latest technology of mold form tooling. TE37 Super Lap is now available for immediate purchase. Information: www.mackinindustries.com or call 562/946-6820.

With the continued success of the Volk Racing VR.G2 on the Rahal Lettnerman racing team cars, Rays continues to offer the Volk Racing VR.G2, imported by Mackline Industries, for both street and racing applications. The Volk Racing VR.G2 is a seamlessly forged one-piece wheel with added detail on each spoke. The wheel features a sleek six-spoke design and is available in formula silver, matte black and a gun-metal finish for the American market. Sizes still offered range between 16- to 20-inch diameters and 5.5- to 10.5-inch widths. Information: www.mackinindustries.com or call 562/946-6820.
Malco Products Inc.  
Booth #10648

An all-new, high-speed pneumatic shear joins the Malco family of metal-cutting TurboShears. The model TSHD1A1 cuts straight and to the left and is capable of both fast, straight shearing and navigating tight circular or square pattern cuts. It is the quick and easy solution for cutting auto body panels and round or square body patches. The shear’s compact size and wide jaw opening easily navigate bumper profiles, rocker panels and even layered metal. Plus an 18-gauge (1.22 mm) steel capacity is versatile for cutting most other common sheetmetals. Information: www.malcotools.com or call 800/328-3530.

Marshall Motoart  
Booth #37059

Marshall Motoart.com has been in business for 10 years designing custom sand cars, rock crawlers and accessories and has a production line of UTV accessories for the Polaris Ranger. Marshall Motoart has designed a 5.5 Cage Kit (patent pending) that is interchangeable with the stock bed on the Ranger. The cage kit has recently been redesigned to allow a single person to install it. The complete kit comes powder-coated in black with seats and lap belts for three and can be adapted to ‘06–’10 models. Information: www.marshallmotoart.com or call 801/391-1556.

Maxtrax  
Booth #37181

Maxtrax launches the new Maxtrax 4x4 Recovery System. Maxtrax was developed to take the place of heavy, cumbersome and potentially dangerous vehicle-extraction equipment when recovering a stuck vehicle. Weighing less than 7 lbs. each, Maxtrax systems are easy to carry and maneuver and are extremely safe and simple to use yet they’re built for strength and heavy-duty vehicle recovery! Simply wedge Maxtrax firmly against the tire tread, jump into the vehicle and gently accelerate. Once the tire tread grips Maxtrax, the vehicle recovers. It’s that easy! Information: www.maxtrax.com.au.

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For over 30 years, the Auto Club’s Automotive Research Center has offered a highly successful alternative for OEM and aftermarket customers. With state-of-the-art technology and qualified research professionals, we conduct emissions, fuel economy, power and performance tests, offering advantages such as:

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Metro Moulded Parts Inc.  
Booth #23975

Founded in 1918, Metro Moulded Parts Inc. is an industry leader in weatherstripping and related rubber parts for the automotive aftermarket. Hot new products from Metro Moulded Parts include a C5 Chevrolet Corvette ('97–'04) side-hood-to-fender seal. They mount on the body and fit either left or right side. Two required per car. Made of dual durometer EPDM rubber specially formulated to protect against the elements. Heat-activated taping system and extra length for custom finishing. USA-made; exact-fit replacement seal at a fraction of the cost. Information: www.metrommp.com or call 800/878-2237.

Superabrasive Inc.  
Booth #13039

Superabrasive has announced the immediate availability of its latest product, using patent-pending diamond powder technology—ScratchPro. According to the company, the ScratchPro is the first consumer product to harness the natural hardness, durability and heat conductivity of diamonds to remove scratches from auto finishes, metal trims and headlights. Information: www.scratchpro.com or call 706/658-1122.

For more Information or to enroll, contact: 
SEMA Member Benefits  
Monica Terlouw, Sr. Director,  
SEMA Member Outreach  
909/978-6695  
Credit Reporting Group  
Dan Pike, General Manager, MEMA, 919/406-8821

SEMA Members save $500.  
Sign Up Now: www.SEMA.org/CreditReportingGroup

SEMA Consumer Demand Index  
Booth #23975

The new C5 Chevrolet Corvette ('97–'04) targa-top side seals from Metro Moulded Parts seal the area between the top of the windows and outer sides of the targa top. This replaces OEM PNs 10313370/10313371. The seals are exact-fit replacement seals at a fraction of the cost. Made of highly durable and soft closed cell EPDM sponge rubber specially formulated to protect against the elements. Also features galvanized steel cores and original-style nylon mounting pins. Backed by a 30-year no-hassle replacement warranty. Information: www.metrommp.com or call 800/878-2237.
MGP Caliper Covers
Booth #48123

MGP Caliper Covers now offers applications for Scion TC, xA and xB models. MGP Caliper Covers are manufactured in the United States and feature 6061-T6 aerospace-grade aluminum, TIG welds, a patented stainless-steel fastening system and a high-quality powdercoat finish. Additional options include color-matched paint as well as licensed and custom engravings. Information: www.calipercovers.com or call 619/754-4099.

Metropolitan Vacuum Cleaner Co.
Booth #12354

Metro is introducing a brand-new model, the Vac’N, Blo Pro-83BA, the first of the company’s new Pro-series systems designed specifically for serious car enthusiasts who want ultimate automotive detailing capability and convenience. The system is built around a full-size, 4.0-peak-hp dual-power unit with combined vacuum cleaning and powerful blow/dusting capabilities. It features a rugged body of steel to withstand rough treatment in and around the garage and built-in wheels that make it easy to roll from one vehicle to another. Information: www.carvacexcellence.com or call 800/822-1602.

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Miller says that its Diversion 180 AC/DC TIG welder puts more control in the hands of first-time TIG welders, from the ability to connect to 115V or 230V receptacles and 180-amp max power output to a digital interface for accurate adjustments and a foot pedal remote control—included by popular demand. Designed for personal users, this TIG welder has an MSRP of $2,150 and features Miller’s patented Multi Voltage Plug (MVP), allowing for quick and simple connections to 115V or 230V input power. Information: www.MillerWelds.com or call 800/426-4553.

MOR/ryde International
Booth #37170

MOR/ryde introduces the “airless suspension” for the tow vehicle market. A truck doesn’t have to ride like a truck! That’s the premise behind MOR/ryde’s newest suspension system for the RV market. The MOR/ryde RS is designed for use by truck owners. The RS uses a unique rubber shear spring to isolate and absorb road shock instead of conventional air bags that serve simply as load lifters. The RS system is said to deliver a much smoother ride over all road conditions with greater driver and passenger comfort. Information: www.morryde.com or call 574/293-1581.
Mito Corp.
Booth #11207

Mito Corp. will be showing the latest version of its Gentex rear camera display mirror at the 2010 SEMA Show. This model features a 3.3-inch LCD display, HomeLink, an eight-point compass and the award-winning auto-dimming feature that Gentex is famous for. The mirror will mount in virtually any vehicle and works with any backup camera on the market. When the car is in reverse, the mirror shows a view of what is exactly behind the vehicle. In any other gear, the compass is displayed. Information: www.mitocorp.com or call 800/433-6486.

Motor City Products
Booth #21254

Motor City Products, the manufacturer of US Speedo Exotic Gauges and a leader in OEM gauge restyling products, announces the release of the new Stealth series stainless-steel gauges. Stealth series stainless-steel gauges feature anodized black stainless-steel gauge faces with a unique illumination that glows blue at night and has white numbers during the day for easy visibility. The Stealth series is currently available for '07–'10 General Motors trucks and SUVs. New vehicles are added to the Stealth Series every day. Information: www.motorcityproducts.com or call 810/244-0909.

Raider
Booth #31095

Visitors to the Raider booth at the SEMA Show will have a chance to examine the company’s new fiberglass cap, the Vagabond Elite. This new model bridges the gap between basic function and premium style by combining the excellent ventilation of side sliding windows and screens with an all-glass rear door and center-mounted twist handle. Dealers and prospects who see the combination of function and style will be able to discuss its profit potential with Raider representatives during the SEMA Show. Information: www.truckgroup.com or call 916/771-0196.
ProCharger
Booth #21011

ProCharger announces the availability of both a high-output (HO) intercooled system and an HO intercooled tuner kit for the 2011 5.0L Mustang GT. Both the HO intercooled system and tuner kit are available now through ProCharger dealers across the United States and Canada. Utilizing the self-contained ProCharger P-1SC-1 supercharger making 7 psi of boost, a highly effective air-to-air intercooler and dedicated eight-rib supercharger drive system, a ProCharger system or tuner kit is said to add 165 or more hp to an otherwise stock 2011 5.0 Mustang running high-quality pump gas. Information: www.procharger.com or call 913/338-2886.

QA1
Booth #22861

QA1 has introduced a new wireless remote-adjust system for QA1 shocks. Available for shipment now, this cutting-edge technology provides the ability to tune the ride remotely from inside the car and at an affordable price. There are 324 valving combinations on the two-channel system and more than 100,000 valving combinations on the four-channel system. The simple, intuitive controller is completely wireless, and there are seven one-touch preset adjustment setups—all of which may be modified by the user for custom ride options. Information: www.qa1.net or call 952/985-5675.

Relief Pod International
Booth #10334

Relief Pod International designs and manufactures emergency preparedness and relief products to supply self-sufficiency for each person when a disaster occurs. Relief Pod products are designed to be organized, color coded and compact, making it easy to access the basic supplies needed during an emergency. The large emergency kit, which can be stored in the trunk of a car, is fully stocked with the basic essentials, such as first-aid supplies, tools, food and water, and sanitary items to provide safety and self-sufficiency for up to 24 hours. Information: www.reliefpod.com or call 949/474-7637.

Rigid Industries
Booth #36029

Rigid Industries has finished development on its latest LED release, the Dually. At more than 1,100 lumens, the Dually (3x3x3 inches) is equivalent to a 50w halogen, yet it only draws 12 watts. Mounted on a single-bolt, gamble-style cradle, mounting possibilities are endless. Backed by a two-year warranty and made in the United States by Rigid, this product is built to last, the company says. Information: www.rigidindustries.com or call 480/655-0100.
Rancho
Booth #25031

Rancho has announced the release of a brand-new series of the award-winning QuickLift technology. The new Rancho Loaded QuickLift technology, based largely on the successful original QuickLift, now includes the application-matched and installed coil spring and upper mounting plate. Installing in minutes, Rancho Loaded QuickLift shock absorbers feature an application-specific coil spring and upper mounting plate. Finished in Rancho’s liquid metallic silver, Rancho Loaded QuickLift provides 1 in. to 2.5 in. of additional lift, allowing for the use of larger wheel and tire packages and providing an aggressive vehicle stance. Information: www.gorancho.com.

R/A Profit$®
Booth #11769

R/A Profit$® is a Microsoft-based stand-alone financial software that allows businesses the ability to do in-house financing, the company says. The software offers two types of accounts, both completely flexible in setting up terms, such as interest-free for 30, 60 or 90 days, the rate and time. After that time, the software automatically charges the agreed-upon interest, service or late fees. An RA (revolving account) is just like a credit card; CS (credit sales) is just like a auto loan or mortgage. Information: www.raprofits.com or call 775-236-5738.

Reflectionite
Booth #12845

The Cool Cap heat-blocking car cover from Reflectionite was expanded to four new products this spring: a cockpit size, an SUV/minivan/large pickup size, a pickup size and a 10- x 10-ft. tarp. A sales director at one company called the Cool Cap “the best automotive aftermarket product she has ever used.” Information: www.itscoolinhere.com or call 609/520-0090.

LEER’s aerodynamic 550 Tonneau is engineered to impress. 550’s smooth, low profile design is easy to install and operate.

Get the edge with LEER – innovative products, nationwide manufacturing, marketing and warranty support, backed by unbeatable service to build your bottom line.
Rightline Gear
Booth #36193

The Rightline Gear PackRight cargo saddlebag is a rugged 14-cu.-ft. cargo carrier that rests on the back of a vehicle, suspended from the luggage rack. It provides the easiest loading and access to gear of any cargo bag because it sits so low, the company says. Because it is located behind the vehicle, the Cargo Saddlebag produces no aerodynamic drag, saving money on gas. The Cargo Saddlebag is made of Hydrotuff material, a UV-resistant, waterproof, PVC-backed polyester, and it comes complete with the instruction sheet sewn right inside the bag. Information: www.rightlinegear.com or call 888/685-GEAR.

Rigid Industries
Booth #36029

Rigid Industries has just released its latest OE product with a bolt-in off-road light application for the new Ford Raptor. Using existing real estate on the front of the truck, Rigid has come up with a mounting system for a 20-in. E-Series LED light, fitting into the stock lower bumper opening. In addition to the center light, the fog-light openings can now be filled using two pairs of the new Dually 2x2 LED. Totalling 11,600 lumens, this kit is sure to light up the road ahead. Information: www.rigidindustries.com or call 480/655-0100.

R.L. Polk & Co.
Booth #40281

R.L. Polk & Co. proudly announces new capabilities added to National Vehicle Population Profile (NVPP) Online, which Polk calls the industry-leading solution for gaining insight into the automotive aftermarket. The new interface includes more than 90 selection criteria to deliver the highest degree of flexibility for detailed analysis of more than 240 million light vehicles in the United States, Canada and Puerto Rico. The Market Entrance Report helps users stay ahead of the competition by identifying new vehicle introductions every month as they are registered. With the newly instituted parts catalog integration, NVPP now supports part-number queries and coverage reporting. Information: www.polk.com/email/sema or call 800/GO4POLK.

Roadside Safety Supply Inc.
Booth #32175

The Duro Flash is being used worldwide as a flare replacement. It is said to have all the advantages of flares by marking the road and warning drivers of a work crew or incident ahead but does not have the downside and dangers associated with flares, such as hazmat residue, burning holes in clothing, starting fires or the expense with burning a flare line for an extended period of time. It has no switches or moving parts to break off or become damaged. Information: www.roadsidesafetysupply.com or call 909/598-6361.

Roadster Wire Wheels
Booth #22875

Roadster Wire Wheel is offering a new line of wire wheels for a wide range of applications. The wheels start with a rolled steel hoop, which is treated to a four-layer nickel chrome plating process, inside and out. The result is a flawless finish that is long-lasting and easy to maintain. The hubs are then laced up with stainless-steel spokes, which keep the wheels running true with no maintenance. The Thunderbird wheel is the first to debut, but others will follow, including Cadillac, Buick, Chrysler and Chevy wheels. Information: www.roadsterwirewheel.com or call 800/251-6336.

Wizards-RJ Star Inc.
Booth #10718

Wizards-RJ Star Inc. introduces the BENDI-BACKER, a revolutionary backing plate for high-speed/rotary buffers. The BENDI-BACKER features supersafe FLEX technology, which allows it to easily mold to contours and style lines. This significantly decreases the risk of spot heating and burn-through when buffing. The BENDI-BACKER has an easy-to-line-up Velcro backing that eliminates pad wobble. Fits 7- to 9-in. pads and standard buffers with a 5/8-inch shaft. Information: www.WizardsProducts.com or call 800/356-7223.

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Royal Purple Booth #23613

High-performance lubricant manufacturer Royal Purple has announced the newest addition to the XPR line of extreme-performance and racing oils: XPR 3.1. Royal Purple’s ultra-light-viscosity oil XPR 3.1 is designed exclusively for tight-tolerance, high-rpm, naturally aspirated engines running gapless piston rings. It is said to offer excellent protection while producing maximum horsepower and is intended for the most competitive classes, such as Pro Stock, Pro Stock Motorcycle, Comp Eliminator and NASCAR (qualifying). The ultra-low viscosity keeps parasitic losses to an absolute minimum while providing unparalleled protection. Information: www.royalpurple.com or call 281/354-8600.

Rugged Ridge Booth #31101

Rugged Ridge unveils its new all-terrain floor liners for ’84–’01 Jeep Cherokees. This patent-pending design combines the best features of a deep ribbed floor mat and “old-style” floor liners. The molded chevron tread pattern channels dirt, mud and snow away from the driver and keeps trapped water from sloshing. The contoured perimeter wall offers interior protection and containment. Constructed of all-weather injection-molded durable OE-quality PVC. Rugged Ridge is a division of Omix-Ada Inc. Omix-Ada specializes in the development and manufacture of high-value Jeep, truck and SUV automotive accessories. Information: www.omix-ada.com or call 770/614-6101.

Shanghai Baolong Automotive Corp. Booth #11567

TPMS 203 is a wireless, direct tire-pressure monitoring system designed to monitor tire pressure and temperature. Application models include buses, trucks, over-the-road vehicles and fleets. It offers a unique solution for tractors with different trailers as well as wireless communications between truck and trailer, providing cost savings through reduced fuel consumption and extended tire life as well as decreased CO₂ emissions and increased safety. It does not require tools to register tires’ positions, and the sensors work on all tires and wheels (up to 180 psi/13 BAR). Information: www.baolong.biz or call +86-21-57690000.

Shin Shield LLC Booth #36185

Shin Shield LLC announces the Shin Shield. This durable device attaches to a trailer-hitch receiver to reduce or eliminate leg and shin injuries. It is easily installed under an existing trailer hitch ball and is padded to prevent leg and shin injuries—a common problem among trailer-hitch owners. Since the device is secured by the hitch ball, the risk of theft is diminished. The simple, one-time installation takes only minutes and does not interfere with the connection between the trailer and the hitch ball. Information: www.shin-shield.com or call 503/710-4075.

SLP Booth #24867

SLP’s 700-plus-hp ’11 Project Camaro will be on display at the 2010 SEMA Show, showcasing the company’s aftermarket performance and appearance products and capabilities. SLP offers late-model Detroit-based musclecar performance and appearance parts, including headers, exhaust systems, superchargers, engine components, hoods and more. Information: www.slponline.com or call 732/349-2109.
Stage 8 Fasteners
Booth #22729

Stage 8 Fasteners continues its 100% success rate and 25 years of no failures, with its line of locking fasteners. Stage 8 Locking Fasteners developed the X-Lock, a patented locking spindle nut replacement assembly for Dana 30, 35, 44, 60 and 70 spindles. Now 4WD off-road enthusiasts can enjoy the comfort of knowing that rugged driving conditions will not loosen the front spindles, saving on eventual very costly front differential repairs. The Stage 8 X-Lock locking spindle nut is guaranteed to never loosen. Information: www.stage8.com or call 800/843-7836.

SPEC Inc. Clutches and Flywheels
Booth #21530

Carbon race technology is now available for the street and track with the SPEC Super Carbon2 clutch system. Users can realize the maximum horsepower gains, high torque capacity, lightning-fast shifting, soft driveline engagement, extended wear life and great drivability of carbon but at a more affordable price level and with complete bolt-in installation. SPEC Super Carbon2 assemblies are fine-tuned for varying inertia and clamp requirements and are infinitely rebuildable. They can even be installed with some existing SPEC twin-disc products. Information: www.specclutch.com or call 800/828-4379.

Steck Manufacturing Co.
Booth #10835

Steck Manufacturing Co. says the Disc Smasher will ensure that quality grinding discs are available, maximizing the shop’s investment in material costs by reducing excessive curling and limiting disposal or returns of discs. Grinding discs are held down under pressure from Steck’s reinforced nylon Disc Smasher with its easy-ratcheting handle. One squeeze of the release lever while grasping the handle releases the internal metal ratchet mechanism and allows the technician to remove the Disc Smasher to gain easy access to the grinding discs. Information: www.steckmfg.com or call 937/222-0062.

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One year after introducing what has become the world’s best-selling 3-D printer—the Dimension uPrint—Stratasys says it has expanded the product line with an enhanced version with lots of new features while still keeping the price under $20,000 (USD).

The uPrint Plus has a small footprint for true desktop use (25 in. x 26 in.) and can print in eight colors of Stratasys ABSplus material, making it easier for designers to differentiate individual assembly components and better depict their product. It offers two resolution settings to give users additional print options. Information: www.dimensionprinting.com or call 866/721-9244.

Syspro, a leading provider of enterprise resource planning (ERP) software, will demonstrate Syspro 6.1 at the SEMA Show. Syspro 6.1 represents a quantum leap forward, “simplifying success” with new architecture and modules, feature sets, workflow and customization capabilities, the company says, adding that this release fully leverages Syspro’s knowledge of the ERP needs of the mid-market, having successfully served the segment for more than 30 years. Utilizing SYSPRO 6.1, mid-market manufacturers and distributors can gain all the benefits of leading-edge ERP software even though they may possess limited resources and skills. Information: www.syspro.com or call 714/437-1000.

TechAFX says that its Hose Relo kit will improve the looks of any LS V8 engine in '10 and later Chevy Camaros. The kit eliminates “garbage-can lid” engine covers and replaces ugly heater, fuel and EVAP hoses, revealing the inner beauty of the V8 engine. The Hose Relo kit consists of a new heater hose assembly, a fuel hose and an EVAP hose. Simply put, the TechAFX Hose Relo kit makes the LS V8 look clean, purposeful and ready to make power! Information: www.techafx.com or call 877/355-0137.

A world leader in state-of-the-art powder coatings, including proprietary in-house metallic color-bonding processes, Tiger Drylac introduces powdercoatings for the automotive industry, including wheel, frame, trim and functional lines. Chrome6+ Free Chrome (CFC) is a breakthrough green method to produce highly decorative chrome-like finishes by combining high-performance powdercoating and vacuum metallization. CFC finishes are available in a large variety of transparent colors, hues and effects for application to various metals and alloys, including wheels, fenders, frames, roof racks and more. Information: www.tiger-coatings.us or call 800/243-8148.

Tower Popular Ind. Co. Ltd. now offers a roof bar with key for cars without channel gutters. Part number 6007-13AL is 120 cm; others are available. Information: www.qee.com.tw or call +886-6-232-0669/+886-6-232-0859.

With all the advances in suspension and drivetrain technology, stadium Trophykart racing has become very competitive in the last year. TrophyKart answered the call with a new PRO450mod Kart. All of the suspension components are what you would find in a full-blown race truck, the company says. Capable of speeds more than 100 mph, the chassis has been designed with safety in mind. Larger-diameter chrome-moly tubing along with all TIG-welded joints give the driver comfort in knowing he can safely push this kart to the limit. Information: www.trophykart.com.
Vision
Booth # 11654

Vision is introducing a state-of-the-art active safety device, the Parking Guide System. Regardless of the driver’s skill, this device can help in parking without any hassles. Vision uses a camera image to show the intended parking space with a solid yellow line on the in-vehicle monitor; the driver just follows the parking space line to park. The camera can be installed at different heights and in different locations according to the model of the vehicle. It is easy to install and quick to learn. Performance is accurate and reliable. Information: www.visionsecurity.com.tw.

Warrior Products
Booth #33113

Warrior Products is announcing the availability of its ’07–’10 JK steel taillights. These steel replacements bolt on to the rear of the vehicle with minimal cutting into the sheetmetal. Almost every trail-use Wrangler has seen a broken plastic taillight at one time or another. This solution provides a strong steel replacement that accepts standard grommet-mounted taillights and/or reverse lights. Choose from three styles and opt to add LED accessories to complete the entire kit. Some vehicle modification is necessary for installation, and light kits and load resistors are available separately. Information: www.warriorproducts.com or call 503/691-8915.

Zeitronix
Booth #21220

Zeitronix announces an affordable, high-quality air/fuel ratio meter, the Zeitronix Zt-3. The new meter features precise wide-band air/fuel ratio (lambda) measurements; a standalone system supporting fuel-injected and carbureted engines; linear analog wide-band output; an adjustable, simulated narrowband oxygen sensor output; fast-response, high-bandwidth digital output for ZR-1 gauges; and real-time datalogging. The kit includes a wideband oxygen sensor, a 10-ft. sensor harness, a PC serial cable and PC logging software. Zeitronix says that the Zt-3 wideband is the most accurate, powerful and smallest digital wideband air/fuel ratio meter and datalogging system available. Information: www.zeitronix.com or call 310/328-1234.

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T-Rex Grilles
Booth #34131

T-Rex Grilles from Corona, California, is proud to introduce its latest X-Metal Series Grilles that are geared for the aggressive truck and SUV market. These grilles are distinguished by their exclusively designed Chrome Studded Frames. They are offered in the most popular all-black finish or polished stainless steel material. Each grille ships out with T-Rex’s trademark “X-Metal” logo bolted in the center and carries a standard three-year warranty. With more than 14 years under its belt in the art of handcrafting quality grilles, the new X-Metal Series is the ultimate choice in aggressive styling for trucks or SUVs—and X-Metal grilles are always proudly made in Southern California. Information: www.trexbillet.com or call 800/287-5900.

Leer
Booth #31095

Leer is using the SEMA Show to launch a celebration of its 40th anniversary. Authorized dealers who visit the Leer booth will see and hear how the 40-year legacy of quality, innovation and style will be focused into retail and wholesale promotional celebrations that will reinforce bonds with current customers and reach out to new ones. Dealers and other accessory insiders will be treated to the debut of an improved version of the popular Leer 550 tonneau that incorporates a list of enhancements that Leer dealers and their customers suggested. Information: www.truckgroup.com or call 916/771-0196.

C.R. Laurence Co. Inc.
Booth #34032

Configured to fit within the OEM stampings, these all-glass-look T-vent windows provide a customized OEM look. They are made for 170-inch (432 cm) and 144-inch (365 cm) wheelbase Sprinter van models imported by Daimler-Benz as well as for '03–'09 Sprinter vans. C.R. Laurence also has replacement glass for the '10 Ford Transit Connect minivan. C.R. Laurence has developed replacement glass for all four doors to replace the factory solid panels with made-to-fit 28% solar privacy glass into the opening using its automotive urethane and primer. Information: www.crlaurence.com or call 800/421-6144.

ProCharger
Booth #21011

ProCharger announces its cog race kit, designed specifically for the '10–'11 Camaro SS. Utilizing a dedicated, 50mm-wide cog drive and tensioner system, the heavy-duty bracket provides a solid mounting location for a wide range of ProCharger models, including the F-1 through F-1R self-contained superchargers. Optional 1,300hp race kit-specific intercoolers help to provide what ProCharger calls the industry’s coolest charge air temperatures and largest power gains. Intercooled Cog Race Kits include intercooler tubing as well as a race bypass valve and are intended for installation onto modified engines built for off-road/competition use. Information: www.procharger.com or call 913/338-2886.

DynoMax Performance Exhaust
Booth #25031

DynoMax Performance Exhaust—a leading innovator in performance exhaust technologies—introduces the DynoMax VT muffler, a revolutionary, high-flow stainless-steel performance muffler that controls irritating drone while ensuring maximum performance on a full range of street applications. The DynoMax VT muffler features an exclusive, precisely calibrated, patented internal valve that ensures maximum performance and provides a drone-free experience in the vehicle. In recent flow-bench testing, the DynoMax VT muffler delivered 841 cu.-ft.-per-minute flow. Information: www.dynomax.com or call 734/384-7806.

Baja Designs/Soltek Light Systems
Booth #36055

Baja Designs/Soltek Light Systems is proud to introduce the new Baja Designs STEALTH LED Bar—the next generation of LED lighting. At 3,500 lumens of light, it outperforms competitive products in a package half the size and one-third the weight. The Stealth utilizes the most efficient LED currently available, the CREE XP-G, with color temperature and output selected for the best off-road performance. Baja Designs patented housing design gives the lamp extreme durability and the unit is completely waterproof. Information: www.bajadesigns.com or call 760/560-2252.

Leer
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Prothane’s new Mustang “BULLET” Motor Mounts, fit 4.0L V6 and 4.6L V8 ‘05 and later Mustangs. Prothane bullet mounts are precision-machined featuring special inserts sandwiched between stylish T6 billet aluminum brackets. Prothane specially engineered bushings and components are designed to absorb shock and vibration and are impervious to oil and grease. Information: www.prothane.com or call 714/979-4990.

Ken-Tool unveils a tool specifically designed to address the challenges of demounting truck tires affordably and efficiently—in the shop or on roadside service calls. The Ken-Tool Blue Cobra truck tire demount tool (PN 35440) is ergonomically designed to allow a technician to quickly remove the tire from the rim on the floor with a single tool. The Blue Cobra is designed to service 20-, 22.5- and 24.5-in. rims up to 13 in. wide. The tool’s secret is its unique head, which is press fit into the ergonomically shaped handle. Information: www.kentool.com.

Surf City Garage unveils The Works, an all-inclusive Enthusiast-Grade detailing kit. Introducing a completely new level of convenience for enthusiasts, The Works provides everything enthusiasts need to detail their cars in one convenient box. No more confusion searching the shelves and reading labels. The Works gives you a full assortment of the best detailing products that money can buy, including: the Speed Demon Wax Detailer, Clearly Better Glass Cleaner, Pacific Blue Wash & Wax and Dash Away Interior Detailer. Surf City Garage’s The Works retails for $19.99. www.semanews.com