Truck, SUV & Off-Road New Products
Snapshot: Truck Market on The Upswing

America is reviving its traditional love affair with the light-truck, SUV and off-roading segments. With experts predicting a third consecutive year of rising auto sales in 2012, the light-truck category seems to be leading the way. The Ford F-Series and the Chevrolet Silverado again ranked first and second, respectively, among the top ten vehicles sold last year. Meanwhile, Jeep continued its strong comeback for Chrysler. Many experts credit pent-up consumer demand, while others read from the figures tentative signs of economic recovery. Either way, the growth is welcome.

Of course, this news will probably come as no surprise to 2011 SEMA Show attendees. Buyer-registrants expressing an interest in the Truck/SUV/Van segment were up by nearly 20% over the prior year. Meanwhile, the off-roading category attracted even more buyer interest, rising by more than 22%. Among exhibitors, the South Hall saw 277 booths representing the Truck/SUV/Off-Road category—up nearly 5%—with 64 first-time exhibitors contributing to that steady expansion. All in all, the section encompassed 121,660 square feet of rugged innovation exuding high traffic and optimism.

The following pages offer another glimpse at the Show’s Ideas Alive: New Products Showcase entries dedicated to truck, SUV and off-road applications. You’ll also find interviews with key industry executives analyzing the latest trends within these segments. A common thread is an upbeat feeling for overall product sales, especially among those manufacturing off-roading items. Certainly, there are areas of caution. Regulation and a sluggish economy continue to be concerns and some product categories are still clearly outperforming others. However, after several challenging years, even cautiously positive projections offer just the sort of good news the industry has been waiting to hear.
Bolt Locks
Jeep Spare Tire Lock
414-247-3333
www.boltlock.com
Bolt locks provide single-key security for Jeep spare tires. Insert the Jeep’s ignition key, turn once, and the Bolt lock learns the key!

Air Zenith
OB2 Compressor
702-270-7988
www.air-zenith.com
PN: AZOB2
World’s fastest 12-volt air compressor; 200 psi rated 100% duty cycle; 4.25 cfm. Coupled with the industry’s best two-year warranty. International orders welcomed.

All Sales Manufacturing Inc./AMI
Billet Side Vent
916-933-0236
www.allsalesmfg.com
PN: 5105

American Expedition Vehicles
Billet Emblem
916-933-0236
www.allsalesmfg.com
Replacement grille and body emblems for Ford and Dodge trucks. Several styles and finishes to choose from.

American Expedition Vehicles
Splash Guards
248-926-0256
www.aev-conversions.com
Splash guards allow owners of AEV’s rear bumper for Jeep JK Wrangler to minimize the amount of mud and debris thrown up by their rear tires. Helps keep vehicle legal on the highway. Installs in minutes. Looks factory.

American Expedition Vehicles
Fuel Caddy
248-926-0256
www.aev-conversions.com
Fuel Caddy allows owners of AEV’s rear tire carrier for Jeep JK Wrangler to safely carry over 10 gallons of fuel or water. Includes built-in step for access to roof.

American Expedition Vehicles
Accessory Mount
248-926-0296
www.aev-conversions.com
Mount allows owners of AEV’s rear tire carrier for Jeep JK Wrangler to safely carry a Hi-Lift jack and Pull-Pal winch anchor. All-steel construction with durable powder-coat finish. Solid, easy-to-operate clamp mechanism for locking down Hi-Lift jack and Pull-Pal anchor.

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www.aev-conversions.com
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Runner Up—Best New Exterior Accessory Product

Bestop Inc.
TrekStep Side-Mounted Step
800-845-3567
www.bestop.com
PN: 75400-15
Bestop’s TrekStep side-mounted, spring-loaded step provides convenient access to toolboxes and gear in the truck bed. Features a 400-pound load capacity with a three-year/36,000-mile warranty.

EGR Inc.
Side Step Point-of-Purchase Display
909-923-7075
www.egrusa.com
PN: PLIT-0334
Counter-top side step point-of-purchase display for EGR Inc. distributors. Display includes actual-size side step built for today’s CUVs.

Body Armor
RockSteps
951-808-0750
www.bodyarmor4x4.com
PN: TC-4121, TN-4121
Functional step rails designed for the off-road enthusiast; 5mm-thick steel plate; slotted step area to allow for mud and water to drain away.

Body Armor
Tundra Front Bumper
951-808-0750
www.bodyarmor4x4.com
PN: TN-19335
Winch-capable front bumper. Exclusive two-piece design; 5mm steel sub-frame winch plate and shell; easy installation; high-clearance wings for improved ground clearance.

Bodyguard Truck Accessories
Extreme Front Replacement Bumper for 2010-12 Dodge 2500
877-785-8939
www.bodyguardbumpers.com
PN: TN-19335
Extreme-series front replacement bumper for 2010-12 Dodge 2500 and 3500 HD with winch mount, fog openings and wrinkle black powder-coat finish.

BDS Suspension
Zone 2005-11 Ford Super Duty 4- and 6-inch Radius Arm Lift Kits
888-998-3683
http://bds-suspension.com
PN: F21/F22/F23/F24/F25/F26/F27/F28
Zone Offroad’s new 4- and 6-inch radius arm suspension lifts are now available for 2005-2011 Ford F-250/F-350 Super Duty 4WD trucks.

ATC Truck Covers
VIP Tonneau Cover
800-983-2787
www.atctruckcovers.com
PN: ATC-VIP
ATC Truck Covers says that its lightweight composite tonneau cover is incredibly strong, 25-30% lighter than other fiberglass covers and up to 200% stronger with aerospace technology, painted finish and unique latching mechanism.

Big Time Auto Parts/Austin
International Manufacturing Inc.
BT-431
886-62663121
www.bigtime.com.tw
PN: BT-431
Designed for OEM and aftermarket; four multi-functions; 20 pcs; 12V/24V LEDs; ABS housing and reflector RYW LEDs.

Bubba Rope
Gator-ize
877-499-8494
www.bubbarope.com
Gator-ize is an added protection applied to the wear points of Bubba Ropes. It is made from a high-performance elastic polymer coating. Gator-ize will ultimately prolong the life of a Bubba Rope.

Carriage Works Inc.
Super Duty Mesh Grille
816-986-1405
www.carriageworksinc.com
PN: 3918
2011 Ford Super Duty 3D mesh grille. Provides show-quality customized appearance at an affordable price.
Car manufacturers invest heavily in the design of their cars. A fixed tow hitch upsets the balance and symmetry of the car’s original design. Bosal says its detachable tow bars are the answer, because they can easily be removed when not needed, leaving the line of the car as the designer intended.

Bubba Rope
Tree Hugger
877-499-8494
www.bubbarope.com
PN: 176000OR
The Tree Hugger protects winch lines and trees during off-road vehicle recovery. Made from 100% polyester webbing, breaking strength of 58,000 pounds. Includes a tough, Cordura jacket, reduced eyelets, stitched-in label and duffle bag.

Cargro Ease Inc.
Cargo Ramp/Brake System
905-768-2650
www.cargo-ease.com
PN: CE9548CRB
Cargo ramp loading with braking system. Slide the deck out past the tailgate and pull out the adjustable ramp system. Ramp extends and moves side to side.

Bushwacker Inc.
GMC Extend-A-Fender Flare
503-283-4335
www.bushwacker.com
PN: 40952-02
Unique three-in-one design covers multiple applications, offering flexibility for various bumpers while adding style, tire coverage and protection in an easy-to-install application.

Carriage Works Inc.
Hot Rod Muffler
816-966-1405
www.carriageworksinc.com
PN: 50721
Stainless steel hot rod muffler for the custom car, truck or hot rod application. Available in 3½-inch-diameter body 30 inches long, with inlets/outlets in 2-, 2¼- and 2½-inch diameters.

Cari-Mor Truck Bed Extension & Cargo Carrier
Cari-Mor truck bed extension and cargo carrier: a revolutionary new cargo management system for trucks, SUVs or RVs.

Cap-Pack Truck Products LLC
Storage System
262-206-6211
www.cap-pack.com
PN: CP-6
Elevated storage system designed for use in pickup trucks and vans. Utilizes “wasted space” to organize and secure fragile and expensive items. Easily movable from vehicle to vehicle for a lifetime of use.

Dee Zee Inc.
Wall Clock
516-265-7331
www.deezee.com
PN: DZ97930
Dee Zee logoed or can be custom logoed with qualifying order. Brite-tread aluminum face and accurate quartz movement. AA battery included.

The greatest opportunities for retailers in the truck, SUV and off-road markets come from integrating modern forms of advertising and sales. Retailers should become visible on the web and network electronically with existing and new customers to ultimately tie their brick-and-mortar presence into today’s electronic world.

The most formidable obstacles in this market are federally mandated laws that impact how a vehicle is customized. The factory community must comply with these laws. Those who invest in the technology to comply will win the battle. Those who do not may face more difficult challenges to grow their businesses.

—George Lathouris
Sales, Keystone Automotive Operations
Contractors still need toolboxes, liners, steps, racks and bed covers for their pickups, and van sales are coming back. Business has increased in van racks, shelving and interior packages. In addition, more consumers and contractors are towing, which has led to increased sales of hitches, wiring and suspension products. The Ford F-150 V6 with Ecoboost has shown great performance in its ability to tow, and midsize pickups such as the Toyota Tacoma are very popular. Let’s hope Ford brings the UK Ranger to the U.S.!

The most significant trends in SUVs include interior and exterior protection along with the increased ability to carry more cargo, with crossovers outselling larger fullsize SUVs. Rooftop boxes and hitch baskets are also hot items.

Internet retailers, automobile manufacturers and industry suppliers are all looking for their share of the retail market and continue to take away sales from traditional retailers. Consumers have become extremely well educated by the Internet even before they come to our location, and they often dictate the sale. The greatest opportunity a dealer has is to go out and work the business and not wait for business to come to you. Fleet and export sales help to increase volume.

—Charley Holden
President, Cap World Inc.

Convert-A-Ball Manufacturing
Adjustable Cushioned Fifth-Wheel to Gooseneck Adapter C5G
308-254-7115
www.convert-a-ball.net
PN: C5G
C5G cushioned adapter adjusts infinitely from 12 to 16 inches, allowing the use of a gooseneck ball to tow a fifth-wheel trailer. Installs in minutes.

Dee Zee Inc.
Tailgate Assist
515-265-7331
www.deezee.com
Safely controls the drop of a pickup tailgate. Works in conjunction with factory cables. Easy, no-drill installation; installs in minutes.

Dee Zee Inc.
Louvered Cab Rack
515-265-7331
www.deezee.com
Available in either 12-gauge steel or 1/8-inch aluminum. Integrated channel system for accessories. Easy installation into bed’s stake pockets with minimal drilling.
Dynatrac Products Co. Inc.
Pro 60-IRS
714-596-4461
www.dynatrac.com
PN: CH60-4141-A
Dynatrac Pro60-IRS. Bolt-in installation for Dodge Challenger, 300, Charger and Magnum. Got big power and high torque? No problem! Dana 60 9.75-inch ring gear; ratios 3.54 to 7.17; 1.5-inch, 35-spline shaft/ CV input and output flanges. Hemis with Dana 60s conform to Chrysler musclecar heritage.

Dynatrac Products Co. Inc.
Dana 44 Differential Cover
714-596-4461
www.dynatrac.com
PN: DA80-1X4033-A
Dynatrac Pro80 differential cover. High-strength nodular iron construction. High fill hole for extra lubricant protection. Lateral support ribs for added housing rigidity. Vertical support ribs to deflect impact with rocks and obstacles. Rugged appearance with excellent protection for axle internals.

Dynatrac Products Co. Inc.
FreeSpin Hub Conversion
714-596-4461
www.dynatrac.com
PN: CR60-3X1104-H
Dynatrac FreeSpin heavy-duty hub conversion for 2009 and newer Dodge 2500/3500 trucks. Improved fuel economy. Significantly reduces noise, vibration and harshness. Ideal for Dodge trucks with lifted suspension or big tires. Reduces steering wheel effort and improves drivability.

EGR Inc.
Jeep Wrangler Fender Flares
909-923-7075
www.egrusa.com

Engo Industries LLC
E9000S
360-642-0079
www.engousa.com
PN: 77-09000S
10,000-pound, series-wound motor, planetary geartrain, automatic load-holding brake, rugged hand remote, free-spooling, power in and out, synthetic rope, limited lifetime warranty.

Overall, the market seems to be stabilized. We’ve seen a pretty nice bump in sales for the fourth quarter, and I think consumers are ready to loosen up a little and start spending on accessories again.

I am surprised at how well the bed-cover category is doing in the pickup market. I’m anxious to see how well the new Undercover painted program is going to do. If we move even 10% of the units painted that we move in that category overall, it will be a pretty good addition for us.

As vehicle technology increases and consumers have more choices in the way they can make purchases, it will be very important for salespeople to be knowledgeable about the products they are selling. When you’re competing with online retailers and the growing number of “me too” brands, dealers who are well educated about their product offerings will have the best opportunity for growth.

SEMA offers great professional learning tracks, and PWA has a whole range of product-specific lessons. With consumers armed with as much product information and technology as most main-street retailers, one of the biggest hurdles will be defining and retaining your value proposition in the marketplace.

—Donnie Eatherly
President and Co-Owner,
P&E Distributors
The Jeep market is extraordinarily hot and has actually seen growth in many areas. We’re seeing more and more enthusiasts flock to new Wranglers from other brands. Likewise, many enthusiasts are coming to Jeep from rock-crawl or sand buggies because they serve more than one function: You can hit hardcore trails in your four-door JK with the whole family over the weekend and then commute to work in it during the week.

For ’07-present Wranglers, the most popular modifications are a simple lift with coil spacers and aftermarket shocks to allow larger 33- to 35-inch tires on aftermarket wheels. A large number of enthusiasts also step up to short- or long-arm suspension systems to clear 35- to 40-inch tires. Further enhancements include front winch bumpers, winches, rocker armor and rear tire carrier bumpers.

Those wishing to retain their 3.8L JK engines clamor for upgrades such as cold-air intakes, headers, after-cat exhaust systems and electronic programmers to bolster the power output and control or bypass factory functions like electronic sway-bar actuation, locker engagement, turning off the ESP and other features.

Overall, we’re seeing lighter, smarter products that deliver protection off-road without a daily-driving weight penalty at the pump.

—Christian Hazel
Editor,
Jp Magazine
Go Rhino! Products/
Big Country Truck
4-Inch OE Xtreme With Welded End Caps
888-427-4466
www.gorhino.com
PN: 67046PS
Specifically designed for the application, ensuring ease of installation, function, durability and style. The extra-wide step pads allow for easy access in and out of a vehicle. Brackets included.

Go Rhino! Products/
Big Country Truck
Dominator D4 4-Inch Dual-Step
714-257-7293
www.gorhino.com
PN: D44044B
The Dominator D4 is specifically designed for each truck application. The new 4-inch oval design allows easier, safer entry and exit. No drilling is required, and the mounting brackets and hardware are included. This is the perfect bar for any lifted vehicle or taller pickup with larger wheels and tires.

Husky Liners
GearBox POP
620-221-2268
www huskyliners.com
Perfect for storage, reducing clutter, keeping the vehicle looking clean and organized. This unique storage system is engineered to specifically fit under the rear seats.

Kramer America Inc.
Maxfloormat
407-704-6740
www.krameramerica.com
Said to provide a perfect fit for all vehicle floors from front to back. These floor mats are created from a semi-flexible material that offers a rigid core for strength yet has enough flexibility to generate excellent carpet-gripping surface friction.

Husky Liners
Custom-Molded Dually Mud Guard Packaging
620-221-2268
www.huskyliners.com
PN: 19425

Great Plains Industries Inc.
DP-20
800-835-0113
www.gpipumps.net
PN: 138000-01
DP-20 diaphragm hand pump, UL and non-UL models available. Used for new, contaminated or dirty fluids such as gasoline, diesel, kerosene, hydraulic fluid and oil.

Husky Liners
X-act Contour
620-221-2268
www.huskyliners.com
X-act Contour floor liners have a soft flexible feel, a factory finish look, offer great protection and are said to fit the vehicle’s floorboard exactly.

Innovative Creations Inc.
Nerf Board
800-626-8746
www.icionline.com
PN: abrd530ch
This combination of a traditional nerf bar and running board is made from highly polished stainless steel and an extruded-aluminum top with integrated rubber strips.

HeeneDuty Inc.
Truck Transformers
352-428-1552
www.heenedutyinc.com
The very first pickup truck robot is designed to lift up to 2,400 pounds into and out of a truck in less than three minutes.

One area of growth has been what I call the “value alternative.” In many cases, there is a dominant brand within a given category that typically has been around for a long time and has cultivated strong consumer demand. This brand typically carries a premium price point and low profit margins. We’ve seen a growth in brands that offer a quality product at a lower price point with higher profit margins and profit dollars.

The challenge for distributors is that strong competition has diminished profit margins. Distributors can sell this “value alternative” product at a lower price point and make more money. It is not good for the name brand (unless it offers the “value alternative”), but the distributor and consumer walk away satisfied.

Success these days is being had by those who are willing to search beyond the norm. An overall positive buying experience is necessary to keep customers on either the wholesale or retail side. Fit the products you offer to the business model you have. Or change the business model to fit the products you are selling. Consumers have more outlets to source the products they want, and they will gravitate to the companies that satisfy their desires.

—Jerry Nuñez
President,
Innovative Marketing Services LLC

Winner—Best New Van/Pickup/Sport-Utulity Product

EZ Connector Inc.
EZS7-02
559-686-5889
www.ezconnector.com
PN: EZS7-02
The vehicle/trailer plug has a waterproof O-ring-sealed, self-closing cover; magnetically attached, spring-loaded face-to-face contacts; plug-n-play and self-closing watertight trailer plug storage.
Realistic, multi-use 4x4s are starting to come back around. Many owners of high-end rigs are realizing that their trucks just sit in the garage most of the time and have to travel on a trailer when they do go out.

Today’s 1/2-ton pickups are more comfortable and able to haul more weight than ever before. The Ford Raptor and Ram Power Wagon are clear windows into this kind of thinking. Meanwhile, crossovers have replaced traditional four-wheel-drive SUVs, for the most part. I’m amazed that none of the other OE manufacturers has made any significant effort to go after the Wrangler, which still has an unbelievable amount of aftermarket support. With the success of the Wrangler and the Ford Raptor, I’m surprised that Ford hasn’t created an off-road-centric SUV that the aftermarket can embrace.

I also think U.S.-made parts are beginning to shine, even if they are more expensive. People are starting to see that when they buy something made in another country, an American loses his job. Come up with a cool, quality product that you think people need, make it right here in the U.S., stand behind it, and don’t be afraid to price it appropriately. RCV is a company that does this well.

—John Cappa
Editor, Four Wheeler Magazine
Poly Performance Manufacturing
Jeep Ball Joints
805-242-0397
www.synergysuspension.com
PN: PPM-8009-12-01
Designed to replace the factory ball joint to help avoid failure on lifted Jeeps/trucks/buggies with large off-road tires. Fully greaseable sintered metal on bushing design that has high wear resistance.

Premier Trailer Towing Products
Ball Swappers/Couplemate Pintle Hitch
507-369-6013
www.ballswappers.com
PN: CM532SW1
Safer design combination pintle hitch with ball swappers interchangeable ball system installed. Up to 12,000 pounds towing with ball and 13,600 with pintle and ring.

Warn Industries Inc.
9.5cti-s Winch
503-722-1200
www.warn.com
The 9.5cti-s winch features Warn Spydura synthetic rope combined with a ballistic nylon sleeve that provides extra rope protection against wear. Polished-aluminum hawse fairlead.

Pro Comp/G2/
Smittybilt/Rubicon Express
Cage Kit
888-717-5797
www.procompusa.com
PN: 7690XX
These cage kits come with everything to strengthen the factory roll bar. Built with 1020 .120 wall DOM tubing and includes the new knuckle system, using a unique pivot and fastening point that will be one of the most solid mounts available for a Jeep. All cages were engineered to bolt in and require no modifications to the vehicle.

Supersprings International Inc.
Coil SumoSprings
800-898-0705
www.supersprings.com
PN: SSF-105
Microcellular urethane coil spring inserts convert a linear rate coil spring into a progressive rate to support additional load of front-mounted accessories. Provides better ride and handling.

Warn Industries Inc.
VR8000
503-722-1200
www.warn.com
PN: 86245
A full 8,000-pound pulling capacity makes this winch great for lighter vehicles. Quick line speed, durable construction and Warn dependability, time and time again.

Fastway Trailer Products
6-Inch Flip Automatic Jack Foot
877-523-9103
www.fastwaytrailer.com
PN: 88-00-6500
The 6-inch Flip automatically tucks up and drops down as the user cranks the trailer jack. Eliminates wood block hassles. Engineered specifically for lower trailers.
One good indicator that the off-road market has remained steady is the introduction of the Raptor SVT in 2010. It was an enormous gamble for Ford to introduce a $50,000 off-road pickup during one of the worst economic climates, but the gamble paid off, and it is an excellent indicator that off-road enthusiasts are hungry for more products that cater to both their hobby and their culture.

Consumers are no longer spending 5% to 10% of their new vehicle’s price tag on accessorizing but are instead keeping their vehicles longer and fixing them up. American manufacturers have had to be adaptable to the evolving market but also find ways to reduce costs to compete with the “knock-offs.”

The most significant hurdles for the off-road market will be with government regulations on both our lands and vehicles. Every year, our off-highway recreational areas shrink in size, become non-existent, or are over-regulated. These restrictions and outright closures of our designated recreational lands will have a ripple effect on both the industry and the manufacturers that cater to this segment. Every manufacturer that has a vested interest in the off-road market needs to take notice and become active in keeping our designated lands open to off-highway use.

—Kelli Willmore
Vice President of Marketing,
MasterCraft Safety and Impact

N-Fab Inc.
AdjustStep
866-806-6322
www.n-fab.com
PN: ASC07100CC
Based on vertically variable step technology, each step may be independently adjusted in height over a range of 5 ½ inches. Add-on bed steps also available.

Omix-Ada/Rugged Ridge
Quick-Release Mirrors for Jeep
770-614-6101
www.omix-ada.com
PN: 11025.1

Omix-Ada/Rugged Ridge
Slip Yoke Eliminator Kit
770-614-6101
www.omix-ada.com
PN: 11400
Slip yoke eliminator kit for NP231 transfer cases by Alloy USA.

Omix-Ada/Rugged Ridge
All-Terrain Flat Fender and Fender Liner Kit
770-614-6101
www.omix-ada.com
PN: 11620.11

Omix-Ada/Rugged Ridge
Stubby Bumper Ends for XHD Bumpers
770-614-6101
www.omix-ada.com
PN: 11540.23
Stubby bumper ends for the Rugged Ridge XHD bumper system.

Omix-Ada/Rugged Ridge
XHD Aluminum Front Bumper
770-614-6101
www.omix-ada.com
PN: 11541.01
XHD front aluminum bumper for 2007-2012 Wranglers.

Monster Hooks Inc.
Hexaust Tip
408-268-7417
www.monsterhooksinc.com
PN: MH-45BALBP
Hexagon exhaust angle tip. 304 stainless steel, 4-inch inlet, 5-inch outlet. Integrated vent in the end cap with MHI badge. Heat-treated black coating. Pipe allows outside air to flow through the end cap, mixing with hot diesel gasses, exiting the tip cool.

Monster Hooks Inc.
Monster Hook
408-268-7417
www.monsterhooksinc.com
PN: MH-2
Monster Hook is marketed as the world’s safest, strongest, simplest, best-looking recovery hook to ever exist. Made from forged titanium with stainless hardware. Rated at 45,000 pounds recovery load. Polished for a clean look when not in use.

Mile Marker Inc.
Plug-and-Play Wireless Remote
800-886-8647
www.milemarker.com
PN: 7077
True wireless control. No cutting or splicing. The plug-and-play remote plugs directly into a solenoid box, and the user is ready to winch freely up to 50 feet away.
Versatility is an important theme in street trucks. The truck that folks use for work or a commute is the same one they use for their hobby on the weekend. Dealers in that marketplace should focus on versatile items. For instance, SUVs aren’t the best-handling vehicles, and we’ve seen an increase in attention to this segment with lowered SUVs and upgrades to the suspension, like sway bars. Don’t be afraid to upsell or make recommendations that will benefit the truck both for work and for play.

In off-roading, events seem to be growing surprisingly quickly within the current economy, with people meeting people on the trail or on the race course. We’re seeing events like King of the Hammers expand rapidly each year, and new racing associations are popping up to serve other niches within this community. Off-road dealers should get out there and play with their customers; people buy from people they like, know and trust.

Regulations and vehicle technologies are going to offer some significant challenges in the upcoming years for the truck and off-road markets. As SEMA members, we should all be working closely with the association’s government affairs office and the vehicle technology group.

— Melanie White
Marketing Manager, Hellwig Products Co. Inc.
Electronic stability control (ESC) and the National Highway Traffic Safety Administration Federal Motor Vehicle Safety Standard 126 (FMVSS 126) are now mandatory on all vehicles with a GVWR of 10,000 pounds or less. Making sure that a vehicle performs within the parameters of its ESC system and meets the standards as prescribed by FMVSS 126 are priorities for suspension, tire and wheel manufacturers. Superlift was one of the first manufacturers to participate in a SEMA-led co-op approach to verify that our systems meet these standards using vehicle simulation. Installers should ask their preferred manufacturers for whatever test data they can provide.

For several years now, leveling kits and shorter lifts have been hot items, but we have seen demand rise for taller lifts, too. Determining lift and method is driven by desired tire height and budget. The mainstream trend continues to revolve around whatever lift it takes to run a 35-inch-tall tire.

Keeping pace with the introduction of new models and increasingly complex technology will be challenges going forward. Also, for true three-step manufacturers like Superlift, it’s always a struggle to maintain profit margin for the brick-and-mortar installers who must compete with the low-cost, direct-to-consumer manufacturers.

—Tim Watts
VP Sales and Marketing, Superlift Suspension Systems
Pop & Lock Corp.
Mitsubishi Tailgate Lock
905-734-7111
www.popandlock.net
PN: PL3700
New Pop & Lock tailgate lock available in chrome or black. Fits Mitsubishi L200, 2006 and up. Replaces complete factory handle and bezel assembly.

Pro Comp/G2/Smittybilt/Rubicon Express
X20 Competition Winch
888-717-5797
www.procompusa.com
PN: 973XX
The X20 waterproof winch features a series-wound amphibious technology that completely seals the motor as well as the three-stage planetary gear system. It has an oversized, completely waterproof, state-of-the-art solenoid that has the versatility to be mounted over the winch motor or winch cable.

Pro Comp/G2/Smittybilt/Rubicon Express
L1407 LED Light Pack
888-717-5797
www.procompusa.com
PN: L1407
Smittybilt’s integrated optical glove box lights are used to shape the radiation pattern and assist in reflection. Eight and 16 LEDs present many advantages over incandescent light sources, including lower energy consumption, longer lifetime, improved robustness, faster switching and greater durability.

Warn Industries Inc.
VR10000 Winch
503-722-1200
www.warn.com
PN: 86255
More pulling power without breaking the bank. The Warn VR10000. With 10,000-pound capacity, said to be ideal for heavier vehicles. Big power, big torque, not-so-big price.

SEMA Installation Banquet
& Gala Fundraiser
Friday, July 27, 2012 • Sheraton Fairplex Hotel & Convention Center, Pomona, CA
CELEBRATE OUR INDUSTRY’S LEADERS
Thank outgoing board members. Welcome new board members. Celebrate new SEMA Hall of Fame inductees.

Tickets: $80 each or $800 for a table of ten

This is an event that you won’t want to miss.

For details and registration, visit www.SEMA.org/gala

Contact: Michelle Harris at michelleh@sema.org or 909/978-6684

Benefitting Childhelp and the Victory Junction Camp

www.semanews.com 59
The Smittybilt storage box is made from 16-gauge cold-rolled steel. The drawer supports up to 350 pounds and allows the user to safely secure a load.

High-performance alloy wheel with a super-strong split five-spoke design and race-inspired simulated bead lock.

Metal Mulisha and Pro Comp teamed up to introduce a wheel that captured the attitude and style that Metal Mulisha is known for. The end result was unmistakably Metal Mulisha: the series 7113 wheel. This sick new wheel features a killer eight-spoke design with a flat-black finish and machined accents. Large bolts on each spoke.

XRC body cladding was designed to take punishment from the toughest trails without sacrificing the body in the process.

XRC rock sliders are designed to take punishment from the toughest trails without sacrificing the body in the process. Robotically welded for a perfect fit.

Pro Comp has taken the next step in engineering an LED light bar that can handle punishment and not blink an eye due to the 15.6 G-Force rating that’s been engineered into every bar.
Pro Comp/G2/Smittybilt/Rubicon Express
All-Element Ramps
888-717-5797
www.procompusa.com
PN: 2790
The new Smittybilt Element Ramps are said to be the perfect traction aid for inclement weather conditions or any type of loose terrain. They feature heavy-duty nylon-reinforced plastic construction and high-traction surfaces to get the user out of mud, snow or sand with ease.

Pro Comp/G2/Smittybilt/Rubicon Express
Tow Bar
888-717-5797
www.procompusa.com
PN: 87450
When it’s time to pull a Jeep behind a truck or motorhome, Smittybilt says that it has you covered.

Pro Comp/G2/Smittybilt/Rubicon Express
36 Series Wheel
800-776-0707
www.procompusa.com
Introducing the 36 Series Wheel from Pro Comp.

Pro Comp/G2/Smittybilt/Rubicon Express
UFO Light
888-717-5797
www.procompusa.com
PN: L-1409
The manufacturer says that the UFO (universal flashing object) light is the easiest and safest emergency flare to use. Period. Traditional flares can cause accidental fires and, once ignited, cannot be simply turned off. Comes with lanyard loop that allows it be hung as an indicator on the trail. Also has a magnet and will mount to any metal surface.

Pro Comp/G2/Smittybilt/Rubicon Express
Metal Mulisha Bumper
800-776-0767
www.procompusa.com
New Metal Mulisha bumpers feature cutting-edge styling and heavy-duty construction to give a truck a serious off-road look unlike anything else available. They wear the Metal Mulisha logo set off by mesh accents. They also feature sturdy mounts for off-road lighting and an integral skid plate, providing serious protection.

Pro Comp/G2/Smittybilt/Rubicon Express
Metal Mulisha Side Bars
800-776-0767
www.procompusa.com
PN: M/M8XXXX
When adding steps to a vehicle, don’t settle for the ordinary; step up to Metal Mulisha. These side bars feature uniquely styled laser-cut steps and the Metal Mulisha logo. They are constructed from heavy wall tube and are finished in a durable black powder coat.

Warn Industries Inc.
VR12000 Winch
503-722-1200
www.warn.com
PN: 86260
Legendary Warn reliability and performance: 12,000-pound capacity for the entry-level user. This winch is big on power and big on value.

Rampage Products
Electric Mirror
Jeep JK
951-277-4949
www.rampageproducts.com
PN: 8600/8601
Reproduction electric Jeep JK mirror with upgraded internal, low-voltage mirror-drive motors that are powered by standard AA batteries. Eliminates power supply, harness and under-dash wiring routing.

White Knight Wheel Accessories
Rev Up Your Profit Performance!
Your One-Stop Source for Quality Wheel Accessories!
SEMA NEW PRODUCTS

Ranch Hand Truck Accessories
Horizon Series for Jeep Wrangler JK
361-594-4608
www.ranchhand.com
PN: BHR071BHR

Pro Comp/G2/Smittybilt/Rubicon Express
2012 JK Super-Flex Arm Kit
866-533-7706
www.procompusa.com
PN: RE73XX
The Super-Flex system features adjustable upper and fixed lower control arms with serviceable Super-Flex spherical ball joints and PT-Meg Super-Ride bushings.

Pro Comp/G2/Smittybilt/Rubicon Express
Monotube Shocks
800-776-0767
www.procompusa.com
High-performance, monotube, gas-charged shocks for late-model truck, SUV and Jeep applications.

ProRyde Suspension Systems
LiftMachine Adjustable Lift/Leveling Kit
888-813-7933
www.proryde.com
PN: 74-Series
One kit, lift options from 1.5 to 3.0 inches, varying by make and model. Whether it’s bigger tire and wheel combinations you’re after, or an aggressive, lifted look, ProRyde says that its products are your adjustable choice.

Protective Polymers LLC
ProSkins
918-764-9502
www.protectivepolymers.com
ProSkins were developed for the aftermarket truck accessories world. ProSkins are manufactured using tough, durable, spray-on bed liner material. ProSkins are said to deliver ultimate performance against impact and corrosion for all types of metal or painted surfaces.

RBP/Rolling Big Power, a Division of Lexani
RX3 Black Grille
949-813-3492
www.rollingbigpower.com
PN: 951115
New black RX3 grille. The newest grille in the RBP line of accessories.

RBP/Rolling Big Power, a Division of Lexani
The Grappler Tow Hook
877-519-9090
www.rollingbigpower.com
PN: 990001
The Grappler tow hook/step.

ReadyLift Suspension Inc.
Off-Road Suspension Upper Control Arms
702-410-2300
www.readylift.com
Tab and slot boxed plate arm construction. Teflon-lined 1-inch uniball for the outer pivot. Urethane bushings for the inner pivot. 4340 heat-treated conversion pin.

When the pickup craze slowed down, it left the market with the core truck buyer—long-time truck owners who either use a truck on a job, for a recreational lifestyle or for the diverse uses a truck provides. These core buyers have mostly leaned toward fullsize pickups for work, towing or just a long-time love of a fullsize truck. Many are keeping their trucks longer and accessorizing older trucks instead of purchasing new. Soft tonneau covers, winches, floor mats, tires and wheels all seem to be hot accessories.

I think we will continue to see increased sales in crossover utility vehicles and vehicles with improved fuel economy, including more diesel and hybrid trucks and SUVs. Crossovers and hybrids are trending toward sleeker and smaller, and they offer many tech options such as iPod connections, advanced GPS systems and sound systems. These vehicles are purchased new with more OE options but not as much aftermarket accessorization.

Government regulations, mpg requirements and vehicle technology will be hurdles in the next few years. That is why an organization like SEMA is so important to its members for providing vehicle technology information, involvement with federal, state and local governments, market research and networking with other industry members.

—Joel Ayres
Vice President Sales & Marketing, Bedslide/Takit Inc.

Pro Comp/G2/Smittybilt/Rubicon Express
2012 JK Super-Flex Arm Kit
866-533-7706
www.procompusa.com
PN: RE73XX
The Super-Flex system features adjustable upper and fixed lower control arms with serviceable Super-Flex spherical ball joints and PT-Meg Super-Ride bushings.
Timbren Industries Inc.
Axle-Less Trailer Suspension
800-263-3113
www.timbrenc.com
Unique carton designed for the Timbren axle-less trailer suspension system. Carton is capable of up to 70 pounds and has built-in handles for easy handling. UPS shippable.

Skyjacker Suspensions
‘10-’12 Polaris Ranger Crew Forward A-Arm Kit
318-388-0816
www.skyjacker.com
PN: FAA301
This forward front A-arm kit maintains OEM suspension travel, ball joints and bushings. Also allows the use of 30-inch-diameter tires without rubbing.

RBP/Rolling Big Power, a Division of Lexani
RX 3 Step
877-519-9090
www.rollingbigpower.com
PN: C7100CC-RX3
New patent pending step from RBP. A one-of-a-kind step that combines utility and luxury.

Stamp Hitch
Safety Ball Mount
352-238-4327
www.stamphitch.com
PN: 6A
Safety ball mount is removed when not towing and reattached in seconds on the side of the hitch, safely out of the way. Patent 6,866,285.

Skyjacker Suspensions
M95 Monotube Shocks
318-388-0816
www.skyjacker.com
PN: M99560
The new M95 monotube design is the ultimate for off-road performance, with up to four times faster response rate for more control on-and off-road.

Romik Inc.
Add-On
610-395-5540
www.romik.com
PN: 19916488
The next generation of steps is here. Romik introduces Add-On, a smart-engineered system that bolts onto the bottom of any Romik running board or Max Bar to provide an extra step.

Retrax Truck Bed Covers
RetraxPro
800-206-4070
www.retrax.com
The RetraxPro is a retractable pickup cover made from heavy-duty aluminum slats that are connected by durable hinges. The cover glides on sealed ball bearings and is key lockable in any position along the rail.

ReadyLift Suspension Inc.
Off-Road Suspension Heim Steering Kits
702-410-2300
www.readylift.com

One trend that surprised me was the Ford Raptor. The Raptor has been an incredible seller for Ford and for the people who build products that support the vehicle. Raptor owners seem to be very hot for aftermarket parts, and the truck is doing very well for a lot of companies.

On the other hand, the JK Wrangler has been doing well for years, and it has taken a big chunk out of the fullsize SUV market when it comes to trail and off-road vehicles. The previous Wrangler was very small, and it was hard to fit four people in. When the JK Wrangler came out in 2007, it was basically a fullsize Jeep, big enough to fit a family of four and all their gear. Ever since then, it has dominated that marketplace.

The overall trend is that people are going back to 35- to 37-inch tires and somewhat smaller wheels. As they have gotten more experience on larger wheels, they are realizing that they can wear out some front-end components prematurely, so they’re going to a smaller wheel with the same diameter tire. Consumers are becoming more educated and are making smarter decisions with their vehicles.

—Jerrod Jones
Editor,
Off-Road Magazine
**Runner Up—Best New Powersports Product**

Skyjacker Suspensions

‘10-'12 Polaris Ranger Crew Rear Winch Mount Kit

318-388-0816

www.skyjacker.com

PN: RWM101

This rear winch mounting kit mounts to the rear frame and allows retention of the receiver hitch. Complete bolt-on kit.

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The Jeep Wrangler JK continues to be unstoppable, with incredible sales (over 120,000 in 2011) and tremendous aftermarket support. The other trend that is emerging is the expanding interest in overlanding vehicles that are built with self-sufficiency in mind.

It is also clear that Ford’s F-150 with the EcoBoost V-6 is a winner. We are just now seeing the tip of the iceberg of what the aftermarket will be able to do with that engine.

Giant lifted pickups seem to be out. This niche was hit hard by the economy and rising gas prices. People are all about function over bling these days, as well as affordable upgrades that work. There is also a trend toward less chrome and more muted tones.

There are still opportunities in suspension as well as wheels and tires. Bumpers and lighting are other products still in demand. Functional upgrades that improve the usefulness of the vehicle are popular.

Our hobby is constantly under attack from overregulation, and I see this to be a continuing theme that isn’t going to go away any time soon. Thanks to the people at SEMA, we have an opportunity to save our hobby before it is too late.

—Sean P. Holman

Technical Editor,

Four Wheeler Magazine

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**SEMA—New Products**

**Spyder Industries LLC**

Black Venom Bull Bar

877-665-6705

www.spyderindustries.com

PN: 811128

The Black Venom bull bar by Spyder Industries features a diamond-cut design that looks great and gives added protection for the truck.

**Steadymate by Kinedyne Corp.**

Wheel Chock

800-848-6057

www.steadymate.com

PN: BM-01

Steadymate announces its upgraded wheel chock, used to transport and store motorcycles. It accommodates a variety of tire widths and is easy to transport from garage to trailer.

**Sulastic Rubber Springs LLC**

Body Mount Isolator

210-492-4469

www.sulastic.com

PN: BM-01

Heavy-duty rubber and steel suspension component placed between the chassis and body to reduce vibrations and shocks, thus giving a quieter and cushioned ride.

**Superwinch LLC**

Tiger Shark 17500 Winch

860-928-7787

www.superwinch.com

PN: 1517200

Superwinch says that it redefines the entry-level winch market with the new Tiger Shark series with standard-issue features/benefits specifically for the enthusiast-level consumer. Created from everything the company has learned over the past 40+ years, Tiger Shark brings unmatched functionality, quality and value.

**Surco Products Inc.**

Jeep Hardtop Bracket

310-323-2520

www.surcoinc.com

PN: J600

Brand-new Jeep Wrangler hardtop adapter. Attaches to rack with no drilling required. Easy on and off. Covers all years of Jeep Wrangler.

**TeraFlex**

Tera44 Front JK Replacement Axle Housing

801-288-2585

www.TeraFlex.biz

PN: 3544000

TeraFlex Tera44 JK front replacement axle includes HD Tera44 housing, tubes, inner seals, axle bracketery and outer knuckles.

**Walker Evans Racing**

2.5-Inch Externally Adjustable Coil-Over

951-784-7223

www.walkerevansracing.com

PN: 725-16-008

A 2.5-inch piggyback coil-over with external high- and low-speed compression and rebound adjustment. Built in the USA.

---

**Skyjacker Suspensions**

10-'12 Polaris Ranger Crew Rear Winch Mount Kit

318-388-0816

www.skyjacker.com

PN: RWM101

This rear winch mounting kit mounts to the rear frame and allows retention of the receiver hitch. Complete bolt-on kit.
TITAN Fuel Tanks
Extra-Capacity Fuel Tank for 2011 General Motors Crew Cab Shortbed Pickup Truck
800-728-4982
www.titanfueltanks.com
PN: 7010211

TJM Products Pty. Ltd.
Snatch Strap
425-280-9090
www.tjmsusa.com
PN: 8670XS11000
The new range of Australia-made TJM snatch straps is soon to be available. The TJM snatch strap can be a vital part of any 4WD recovery kit. The combination of vehicle pull and the tension in the strap creates a snapping effect that can pull a stranded vehicle free if bogged or unable to move under its own power.

Tough Country Products
Evolution Front for Ford Raptor
877-448-6844
www.toughcountry.com
Evolution Front bumper for Ford Raptor.

U Ace Inc.
3D MAXpider Car Mat
909-350-8808
www.3dmats.com
PN: LTY06101502
Custom molded. Patented MAXpider fibers hold car mat still, prevent interference with gas pedal and potential accidents. Easy handling without damaging original car carpet.

Truck Armor
GMC Terrain Grille
605-239-4887
www.truckarmorauto.com
PN: 14400706
Stainless-steel grille for the GMC Terrain. Comes in seven different patterns.

Tuff Country Inc.
6-Inch Lift System
800-288-2190
2011-2012 Silverado 2500HD and 3500HD 6-inch suspension lift kit.

Truck Armor
Eco Boost Grille
605-239-4887
www.truckarmorauto.com
PN: 13010701-01
Stainless-steel lower grille for the Ford F-150 EcoBoost.

Trimax
TRZ8SFP
303-796-8500
www.trimaxlocks.com
PN: TRZ8SFP
The Trimax Razor TRZ8SFP is an 8-inch adjustable drop hitch with a locking ball mount that can be turned over and used with a double-ball towing set-up. It is able to adjust in 1-inch increments up or down.

TrophyKart LLC
450RS
407-403-6475
www.trophykart.com
PN: 450RS
The new 450RS TrophyKart features a new chassis design to go faster and smoother with more control. Bigger, as in adult friendly, the RS chassis is designed for the average fullsize adult. The 450RS features a 450cc water-cooled 52hp engine. The 450RS also features a chromoly chassis and a reverse gear. Easy access by way of a new hinged door.
Transfer Flow Inc.
30-Gallon Toolbox and Fuel Tank Combo
530-893-5209
www.transferflow.com
Available for Dodge, Ford and GM pickups, Transfer Flow’s toolbox and fuel tank systems come in 30, 40, and 50 gallons. They’re the all-in-one auxiliary fuel tank and storage box.

Omix-Ada/Rugged Ridge
All-Terrain Cargo Liners
770-614-6101
www.omix-ada.com
PN: 12975.23
Custom-fit cargo liner that protects the back of SUVs or Jeeps. Custom fit for specific vehicles.

Omix-Ada/ Rugged Ridge
Stereo Security Console
770-614-6101
www.omix-ada.com
PN: 13104.01

Transfer Flow Inc.
60-Gallon Replacement Fuel Tank for 2011 Dodge Ram Crew Cab With 8-Foot Bed
530-893-5209
www.transferflow.com
PN: 080-01-15183
Increase the fuel capacity and driving range on 2011 Dodge Ram Crew Cab 8-foot-box diesel pickups with 60-gallon replacement fuel tanks from Transfer Flow.

Yakima Products Inc.
RocketBox Pro
971-249-7500
www.yakima.com
PN: 8007191
Available in three sizes. Best-in-class features include pushbutton latch; dual-side opening; rapid assembly and installation. Decreased packaging size. FedEx/UPS shipping.

Warn Industries Inc.
Elite Series JK Bumper
503-722-1200
www.warn.com
PN: 87775
The new Warn Elite-series bumpers provide maximum protection while maintaining tire clearance. Equipped with welded eyelets to mount D-shackles and recessed lighting ports.

Viper 4x4 LLC
Front Ultima Bumper
305-468-9818
www.vpr4x4.com
PN: VPR-126
Heavy-duty off-road front bumper.

Omix-Ada/Rugged Ridge
Overhead Storage Console for Jeep
770-614-6101
www.omix-ada.com
PN: 13551.14

U Ace Inc.
3D MAXpider Foldable Cargo Liner
909-350-8808
www.3dmats.com
PN: MHY0331590
Custom molded, three-dimensional, foldable and easy to handle. Its patented MAXpider fibers hold cargo liner firmly on the car carpet without hurting it.

Extang/Truxedo/BedRug/Undercover
UnderCover Flex
866-900-8800
www.undercoverinfo.com
PN: FX10000
Flex by UnderCover is a low-profile folding cover made from FRP panels that provides the ability to gain 100% access to the truck bed.

Warn Industries Inc.
W700 HID Lights
503-722-1200
www.warn.com
A 7-inch-diameter HID light that delivers outstanding range and spread. Designed to blaze a trail of intense white light through the darkest off-road terrain.
Viper 4x4 LLC
Rear Ultima Bumper
305-468-9818
www.vpr4x4.com
PN: vpr-123
Heavy-duty off-road rear bumper. Product line for Chevrolet, Toyota, Jeep, Ford.

Warn Industries Inc.
Rock Crawler Stubby Bumper With Grille Guard Tube
503-722-1200
www.warn.com
PN: 87750
The Warn Rock Crawler bumper delivers a tough, durable and uniquely designed bumper with years of off-road experience incorporated into the line.

Warn Industries Inc.
Rock Crawler Stubby Bumper
503-722-1200
www.warn.com
PN: 87600
The new Rock Crawler Stubby bumper has tapered ends for increased approach angles, welded eyelets and recessed lighting ports for various lighting solutions.

Warn Industries Inc.
PulzAll
503-722-1200
www.warn.com
Warn PulzAll DC-powered lifting and pulling tool. Lifts and pulls up to 1,000 pounds. Great for use in the field and includes two rechargeable battery packs.

Warn Industries Inc.
1700 XT Portable Winch
503-722-1200
www.warn.com
PN: 85700
XT17 is a lightweight, portable winch that is well-suited for light ATV or motorcycle recovery. Featuring easy-to-handle synthetic rope and a patented disc brake.

Runner Up—Best New Powersports Product

Demonstrate your spirit for racing and giving back by signing up to participate in the fourth annual SEMA Pinewood Drag Races. Participants can sponsor a child’s car or enter their own drag car. The races will feature three classes: Stock, Modified and Unlimited.

The drag races will benefit children’s charities Childhelp and Victory Junction Camp. Childhelp is an organization that assists abused and neglected children, and Victory Junction Camp provides life-changing camping experiences to disabled and chronically ill children.
SEMA • NEW PRODUCTS

ProRyde Suspension Systems
SuperBloktm Three-in-One Leaf Spring Blocks
888-813-7933
www.proryde.com
PN: 52-Series
SuperBloktm three-in-one rear leaf spring blocks are said to safely lift the rear of a truck 1.0, 1.5 or 2.0 inches. Patent pending. OEM-inspired, cast-iron design.

Warn Industries Inc.
VR10000-S Winch
503-722-1200
www.warn.com
PN: 87840
The VR10000-S winch features Warn Spyduratm synthetic-rope combined with a ballistic nylon sleeve that provides extra rope protection against wear, all on a value-priced winch.

Warrior Products Inc.
Flex Armor Universal Roll-Bar Padding
503-691-8915
www.warriorproducts.com
Universal roll-bar padding is designed to fit over several diameters of round tubing and features a Velcro-attached canvas cover. Available in several colors, lengths and diameters to suit any need.

Warrior Products Inc.
Flex Armor Cargo Net Systems
888-220-6861
www.warriorproducts.com
Designed to isolate cargo areas from passenger area as well as contain items stored in the area within a Jeep. This new system is manufactured in the USA and designed to be strong, with a superior fitment.

Westin Automotive Products Inc.
Max Winch Tray for Jeep Wrangler
800-345-8476
www.westinautomotive.com
PN: 46-23635

Yakima Products Inc.
Whispbar
971-249-7500
www.yakima.com
PN: 8050107
Stunningly elegant. Introducing what Yakima calls the world’s quietest, most adaptable and fuel-efficient roof rack on the market.

RW Coomber 1998 Inc.
Step-Up Running Boards
905-625-1998
www.rwcoomber1998.com
This revolutionary design will eliminate assembly and wear problems that may be associated with running boards that use fasteners.

Omix-Ada/Rugged Ridge
Steel Wheel
17x9 for JK Wrangler
770-614-6101
www.omix-ada.com
PN: 15500.7
Legendary looks and brutal strength in a 17x9, stamped, heavy-gauge steel wheel designed with a specific offset for 2007-2012 Jeep JK Wranglers.

Skyjacker Suspensions
Dual Steering Stabilizer for 2011 Chevy 2500HD
318-388-0816
www.skyjacker.com
PN: 7211
Skyjacker’s dual steering stabilizer system reduces shimmy and vibration felt through the steering system due to adding larger tires and wheels.

Yakima Products Inc.
Gen-X Oval-Tube Nerf Step
800-345-8476
www.westinautomotive.com
PN: 20-Series
Westin’s new GenX oval-tube nerf step combines a street-style accent bar and an off-road-style drop step for easy vehicle access and features a textured step area.
Pro Comp/G2/Smittybilt/Rubicon Express
Monotube Shocks
866-533-7706
www.procompusa.com
PN: RXJXXX
These monotube shocks feature superior, single-tube, high gas pressure design and self-adjusting deflecting disc valving. The high-flow piston reduces harshness. Consistent fade-free performance and long life.

Pro Comp/G2/Smittybilt/Rubicon Express
Xtreme Trax Six-Ply Radial UTV Tire
888-717-5797
www.procompusa.com
PN: RXJXXX
Pro Comp UTV tire was designed for today’s high-performance UTVs. The Xtreme Trax cutting-edge directional tread pattern is optimized to deliver superior traction and control with a smooth and quiet ride on any terrain. The tire also features aggressive shoulder lugs that enhance off-road traction and provide the ultimate protection.

Romik Inc.
Rear Hitch Running Board
610-395-5540
www.romik.com
PN: 999418
Modeled after Romik’s popular running board side steps, this offers the widest footing surface on the market. It will fit all standard 2-inch receivers and is available in polished stainless steel or black powder-coated steel. Provides easy access to roof racks and truck beds while providing rear bumper protection in the urban jungle. A heavy-duty anti-rattle system and hitch pin are standard.

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Illinois Lock Co.
DC698 Short Wing Lock
847-537-1800
www.illinoislock.com
PN: DC698
This short, weather-resistant wing lock is only 0.75-inch long. Textured powder black finish with optional spring return. Automotive-style dust shutter.

Mile Marker Inc.
SEC15 15,000-Pound Winch
800-886-8647
www.milemarker.com
PN: 76-50260
Introducing what Mile Marker calls the industry’s lightest 15,000-pound winch. The SEC15 is said to be 25% lighter and more compact than other winches in its class.

Fastway Trailer Products
e2 Hitch
877-523-9103
www.fastwaytrailer.com
The e2 hitch provides weight distribution with superior built-in sway control; no add-on sway bars needed. There are also no weather or backing restrictions.
Omix-Ada/Rugged Ridge
Bumper Point-of-Sale Display Stand
770-614-6101
www.omix-ada.com
XHD modular bumper systems by Rugged Ridge are an innovative, evolutionary bumper solution for 1976-2012 Jeep CJ and Wrangler models. Made of steel and/or aluminum.

MaxTrac Suspension LLC
Nissan Titan 4-Inch Lift Spindle
714-630-0363
www.maxtracsuspension.com
PN: 705340
Stock ride, increased ground and tire clearance, quick installation and a great price. MaxTrac Suspension says that its new 4-inch lift spindles for the two-wheel-drive Nissan Titan are sure to be the best choice for a 4- or 6.5-inch (with spacers) lift for your next Titan customer.

Extang/Truxedo/BedRug/Undercover
UnderCover Flex
866-900-8800
www.undercoverinfo.com
PN: FX10000
Flex by UnderCover is a low-profile folding cover made from FRP panels that provides the ability to gain 100% access to the truck bed.

Dee Zee Inc.
iForce
515-265-7331
www.deezee.com
PN: 822-2825-001
Dee Zee mounting systems and electronics from Rockwell Collins combine in an affordable, robust and highly reliable integrated vehicle electronics control system that improves officer safety in patrol vehicles.

Comeup Industries Inc.
DV-12 ORK
886-2-2694-6127
www.comeupwinch.com
PN: 857230
A 24VDC severe-duty winch rated at 12,000-pound pulling capacity. Potted contactor. Hardened three-stage planetary gears. Waterproof remote. Patented mechanical cone brake.

De Amertek Group
Electric Power Steering System
630-572-0800
www.deamertek.com
PN: EPS—012011
Condensed powerpack design with gearbox, ECU, brushless motor and tunable software for each individual application/market.
MaxTrac Suspension LLC
Toyota Tacoma 4-Inch Lift Spindle
714-630-0363
www.maxtracsuspension.com
PN: 706840
Stock ride, handling, increased ground and tire clearance, quick install and a great price. MaxTrac Suspension says that its brand-new 4-inch lift spindles for the two-wheel-drive Toyota Tacoma six-lug/Pre-Runner will give your customer great options for a 4- or 6.5-inch lift (with spacers) without the need or cost of an X member.

Maxxtow Towing Products
Hitch-Mounted Pickup Truck Crane-1,000-Pound Capacity
855-MAXX-TOW
www.maxxtow.com
PN: 70238
Receiver-hitch-mounted hydraulic pickup crane lifts heavy items—up to 1,000 pounds—into trucks and trailers. Portable and removable, rotates 360 degrees, patent pending.

Carr
The Xtreme Mega Hitch Step
951-719-1068
www.carr.com
PN: TBD
Carr’s new Xtreme Mega hitch steps flip up and down for easy access. Limited lifetime warranty.

Omix-Ada/Rugged Ridge
XHD Rear Aluminum Bumper Pods
770-614-6101
www.omix-ada.com
PN: 11547.01

Luxwood Auto Trim Inc.
Carbon-Fiber Grille
514-324-3274
www.luxwoodtrim.com
PN: S-LINE-RCF
New carbon-fiber bolt-on grilles. Precise design, stainless hardware, composite material and real carbon-fiber finish. Available for all types of vehicles.

Luverne Truck Equipment Inc.
EZ Step
800-533-5328
www.luvernetruck.com
PN: 290711, 291112
Pickup box access step, easily extended for use (with or without tailgate down), that collapses for storage or during driving. Easy no-drill installation.

Luverne Truck Equipment Inc.
Aluminum Oval Bed Rails
800-533-5328
www.luvernetruck.com
PN: 516070/518070, 516080/518080, 516100/518100
Aluminum-extrusion construction with black plastic end caps and die-cast aluminum bases available in chrome or black anodized finish. Tie-downs slide in slot.