During the last SEMA Show, 14,879 buyers went into the Las Vegas Convention Center to see the latest innovations in the hot-rod market. More than 70 exhibitors set up booths in the Hot Rod Alley section, registering 90 products in the New Products Showcase. Attendees scanned products from Hot Rod Alley exhibitors 2,955 times during the Show. And judges presented the elite New Products Showcase trophies to five exhibitors from Hot Rod Alley. Honors went to Flaming River Industries, MasterShift, RideTech, Coker Tire and Dakota Digital.

According to Tom Sweeten of Sterling Hot Rods in Sterling, Virginia, the Showcase places the spotlight on the ideal gear for his customers. “We’re not a big enough shop that we have a CNC machine and make all new stuff, but we’ve found a lot of things in the New Product Showcase that we can incorporate into the business,” said Sweeten. “…a paddle shifter, some stainless steel exhaust systems and a lot more. This area spotlights everything so that it’s a little easier to see a lot of stuff.”

Be Cool Inc.
2010 Camaro Downflow Radiator
888-243-2999
www.becool.com
Our 2010 Camaro Downflow radiator was developed with General Motors. It accepts the OEM fan and condenser and more than doubles the cooling capacity.

Be Cool Inc.
Circle Track Dual-Pass Radiator
888-243-2999
www.becool.com
The Be Cool Circle Track Dual-Pass Radiator features dual-pass technology at an attractive price point. Additionally, it features AN fittings for a leak-free seal.

Be Cool Inc.
Jeep Eliminator Radiator
888-243-2999
www.becool.com
PN: 10242
The Be Cool Jeep Eliminator radiator brings custom-fit features and benefits to the popular-priced radiator volume market. Additionally, it accepts electric or mechanical fans.

Beam’s Seatbelts
SeatbeltPlanet.com
877-435-6363
www.seatbeltplanet.com
For the first time ever, purchase high-quality engineered aftermarket seatbelts from the worldwide authority: SeatbeltPlanet.com.

MasterShift
Paddle Shifter for Tremec 3650 Mustang Transmissions
888-658-2727
www.mastershift.com
PN: MS-0006
Converts your late-model manual Mustang (or other Tremec 3650) into a paddle-shifted performance vehicle. Includes spring load hardware for fast shifts, advanced safety features and race options. Requires clutch. Patent pending.

Bed Wood and Parts LLC
BedStrip by BedWood for Trucks
877-206-9663
www.bedwoodandparts.com
Show-polished extruded-aluminum strips with hidden fasteners for securing bed wood in early-model trucks. They fit both OEM and custom applications. Available in two profiles.

Be Cool Inc.
Be Coolant
888-243-2999
www.becool.com
PN: 25002
Be Coolant’s colorful twin master pack is retail-ready. Additionally, Be Coolant’s earth-friendly biodegradable formula permits it to be shipped by UPS.
Billet Specialties Inc.
348/409 Tru Trac
800-245-5382
www.billetspecialties.com
PN: 14400

Complete serpentine system for the 348/409 Chevy motor. Includes a 105-amp alternator, an A/C compressor, a water pump, a belt, billet-aluminum pulleys and a bridge bracket. Features proprietary billet-aluminum tensioner specifically designed for this application.

Billet Specialties Inc.
Boost Pro Touring Wheel
800-245-5382
www.billetspecialties.com
PN: MX44

Billet Specialties Pro Touring wheels are engineered to accommodate large, six-piston calipers on classic or modern musclecars. Each set of wheels is custom built to order.

Billet Specialties Inc.
Draft Pro Touring Wheel
800-245-5382
www.billetspecialties.com
PN: MX63

Billet Specialties Pro Touring wheels are engineered to accommodate large, six-piston calipers on classic or modern musclecars. Each set of wheels is custom built to order.

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.

Coker Tire
Excelsior Stahl
Sport Radial
800-251-6336
www.cokertire.com
PN: 643498
Best New Street Rod/
Custom Car Product—
2nd Runner Up

The world’s first steel-belted radial made in original-equipment sizes for pre-war cars and hot rods. The Excelsior Stahl Sport is made in the United States and is available in 20 sizes from 15- to 20-inch rim diameters.

Billet Specialties Inc.
Floor-Mount Gas Pedal
800-245-5382
www.billetspecialties.com
PN: 199170

Floor-mount gas pedal is ideal for musclecars and street rods where a rod-type linkage will not work. Allows the cable to hug the firewall in tight applications.
Billet Specialties Inc.
Patriot Pro Touring Wheel
800-245-5382
www.billetspecialties.com
PN: MX76

Billet Specialties Pro Touring wheels are engineered to accommodate large, six-piston calipers on classic or modern musclecars. Each set of wheels is custom built to order.

Bob Drake Reproductions Inc.
‘35–’39 Door Window
Air Deflectors
800-221-3673
www.bobdrake.com
PN: 68-18294-K

Fitting ‘35–’39 Ford closed cars, deflectors feature precision-molded rubber-over-steel pivot support frame. Includes stainless-steel glass pivot brackets and mounting hardware. Allows full use of the door window when installed.

NEW RADIAL
Tires In Bias Sizes & Profiles For Your Classic or Hot Rod!

Bob Drake Reproductions Inc.
Universal Fuel Pickup Unit
800-221-3673
www.bobdrake.com
PN: HR-9003

Made of stainless steel for a lifetime of use, this is the easy solution for adding an internal or external fuel-injection pump to any non-injection gas tank. Also great for high-performance carburetor systems to serve the fuel needs of modern engines, which the fuel outlet holes of older tanks cannot provide.

Flaming River Industries Inc.
Countertop Billet Joint U-Joint Display
440-826-4488
www.flamingriver.com
Best New Merchandising Display—2nd Runner-Up

Countertop billet joint display holds 12 packs of billet joints in clamshell packaging. Back panel has picture of product and bullet-point copy with features and benefits.

NEW RADIAL
Tires In Bias Sizes & Profiles For Your Classic or Hot Rod!

Bob Drake Reproductions Inc.
Adjustable Pedal Pads
800-221-3673
www.bobdrake.com
PN: B-2454-A/B

Pedal pads offer eight-way horizontal, vertical and angle adjustment for added comfort and safety in the vehicle’s pedal setup. Replaces unsafe and awkwardly positioned pedal pads to offer maximum safety and ease.
Bob Drake Reproductions Inc.
'40 Front Bumper Braces, Steel and Stainless
800-221-3673
www.bobdrake.com
PN: 01A-17766
Available in steel or hand-polished stainless, the fit, thickness, hole locations, radius edges and end shapes of these front bumper braces match those originally offered for '40 Standard and Deluxe Fords.

Chassisworks/VariShock/Total Control Products/KP Components
First-Generation Camaro G-Bar/G-Link Suspension
916-388-3688
www.chassisworks.com
PN: 5804-F10
G-Bar/G-Link suspensions install easily using FAB9 or OEM housings. Optional urethane or TrueCenter ends, steel or aluminum links and VariShock coil-over or air suspension.

Billet Specialties Inc.
GS68 Road Wheel
800-245-5382
www.billetspecialties.com
PN: GS68
The GS68 wheel features a machined-forged aluminum center and soft lip rim. Styled for the custom-car market, it is available in 20- through 24-inch sizes.

Brookville Roadsters Inc.
'32 Full-Fendered Ford Roadster Pickup Kit
937-833-4605
www.brookvilleroadster.com
PN: B100T
A '32 all-steel Ford Roadster Pickup kit that utilizes coupe/roadster, front and rear fenders, an extended cab and a new bed design. Mounts to stock-length frame.

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Starting a multi-valve, high-compression engine? Powering xenon and neon lights? Whether modding under the hood or under the car, the pure lead, dry cell AGM design ODYSSEY® battery can handle any upgrade. Pure lead means more plates, and more power than even those “six-pack” batteries – twice the overall power and three times the life of conventional batteries. Need Extreme power? Get THE EXTREME BATTERY. To locate a dealer, visit www.odysseybattery.com.
Cornhusker Sign & Mfg. Corp.
Custom Neon Sign
402-332-5050
www.cornhuskersign.com
PN: 48C
Cornhusker Sign is pleased to debut its line of automotive-branded neon signage. Many variations and more coming soon!

Cyberdyne Inc.
RCTech Performance Display
PN: www.rctech.it
Performance recorder and display, emissions control status, off-road data.

Dakota Digital Inc.
MCL-2000 Series Harley-Davidson 4.5-Inch Tank-Mount Digital Instrument Systems
800-852-3228
www.dakotadigital.com
PN: MCL-2000
Best New Powersports Product—Winner 1st Place
This information system fits Harley-Davidson models with 4.5-inch speedometer. Displays include speedometer, tachometer, odometer, gear indicator, clock and much more.

Dakota Digital Inc.
MCL-3200 Series Harley-Davidson Sportster, Dyna, Rocker Digital Instrument Systems
800-852-3228
www.dakotadigital.com
PN: MCL-3200
This digital information systems fits Harley Davidson Sportster, Dyna and Rocker models from ’04 and newer. Plugs directly into stock harness for simple installation.

Dakota Digital Inc.
UTV-1500 Polaris RZR Billet Digital Instrument Cluster
800-852-3228
www.dakotadigital.com
PN: UTV-1500
Digital information system with direct plug-in installation. Fits ’07 and newer models. Provisions for speedometer, tachometer, odometer, trip odometers, oil pressure, water temperature and more.

Dakota Digital Inc.
UTV-1500 Polaris RZR Billet Sill Plate Covers
800-852-3228
www.dakotadigital.com
PN: UTV-1690
UTV-1690 billet aluminum sill plate covers fit ’07+ Polaris RZR models.

Flaming River Industries Inc.
440-826-4488
www.flamingriver.com
PN: FR1515
All-new-design manual rack and pinion replaces the power rack for ’05–’10 Mustang racers for significant weight savings and improved handling characteristics.

Flaming River Industries Inc.
Billet-Power Rear Steer Rack-and-Pinion
440-826-4488
www.flamingriver.com
PN: FR40020
Made of all-new components, including a new valve and piston, this power rack-and-pinion is designed to fit any classic rear-steer vehicle.

Flaming River Industries Inc.
3 Bolt Steering Wheel Adapter
440-826-4488
www.flamingriver.com
PN: FR3302
The new three-bolt billet-aluminum steering wheel adapters are designed to mount any traditional three-bolt steering wheel to a Flaming River tilt column for a smooth and seamless appearance.

ididit Inc.
’65–’66 Ford Mustang Steering Column
517-424-0577
www.ididitinc.com
PN: 1120642010
Now with Ford top spline and Ford wire plug. This column will accept the car’s original Mustang steering wheel.

Cyberdyne Inc.
Street Rod Gauge Set
724-258-8440
www.cyberdynegauges.net
PN: cybmc001
Accurate stepper motor gauges, peak recall, color-changing back lighting.

Doc’s Blocks
Individual Coil Covers That Cool
888-910-8844
www.docsblocks.com
Individual coil covers offer an attractive and cooler-running alternative to the plastic engine covers on stock LS1 and LS6 GM engines. Acting as heat sinks, they conduct heat away from the coils. They are available in a variety of finishes and colors to provide a unique engine appearance.
SEMA HOT ROD ALLEY NEW PRODUCTS

Flaming River Industries Inc.
HD Amp Switch Kit
440-826-4488
www.flamingriver.com
PN: FR1043LED
The intense battery-disconnect switch for higher-amp applications.

Gennie Shifter
Corner Pocket Shift
Knob Display POP
866-623-1963
www.gennieshifter.com
Polished-aluminum unique push rods hold 15 round Gennie shift knobs. Back plate and detachable stand removable to reveal regulation-size billiard rack.

Lokar Performance Products
Cable-Operated Automatic Transmission Shifters for Ford Transmissions
865-966-2269
www.lokar.com
PN: COS6AODBM
This versatile floor-mount shifter is paired with our high-quality push/pull cable, offering mounting in virtually any location.

Lokar Performance Products
Billet Aluminum Safety LED Taillight
865-966-2269
www.lokar.com
PN: 1110154
Meets the NHRA mandatory taillight requirement of one functional taillight for ET up to and including competition classes of drag racing.

March Performance Inc.
Ford Flathead-Style Track
239-593-4074
www.marchperf.com
PN: 30600
Ford Flathead billet serpentine conversion system.

RideTech (Air Ride Technologies Inc.)
Modular MuscleBar for '64–'72 GM A-Body Cars
812-482-2932
www.ridetech.com
PN: SWA6200-P
New MuscleBar modular swaybar kits from RideTech are an instant solution for queasy-handling Chevelles. This complete bolt-in kit includes 1.5-inch premium steel bar, modular laser-cut arms, mounting blocks and Posi-link bind-free linkage.
Lokar Performance Products
Interior Battery Disconnect Lever Kit
865-966-2269
www.lokar.com
PN: 1300022

Interior battery disconnect lever kit gives drag racers the convenience of turning the electrical power on or off from the driver’s seat.

March Performance Inc.
Ultra Track Pack
239-593-4074
www.marchperf.com
PN: UTP#1

Kit includes chrome ultra drive front mount serpentine system with new chrome-style track air cleaner and style track valve cover accent emblems.

CON2R
Steering Wheels
503-626-6390
www.con2r.com

The custom(er) designed steering wheel program allows customers to create their own steering wheel design from more than 250,000 potential component combinations.
MBM
BCK5005 Original-Look Booster Conversion Kit
800-231-4125
www.mbmbrakes.com
PN: BCK5005
11-inch Delco-Moraine stamped single diaphragm booster—a GM restoration cast-iron master cylinder with casting numbers. Prop valve and distribution block crafted to look like the original equipment, and four lines to accommodate multiple setups.

MBM
UC856/857 Control Arms
800-231-4125
www.mbmbrakes.com
PN: UC856/857
MBM’s newest addition to our control arm line. Made for Mopar B-Body ’67–’72 applications.

Mast Motorsports
Black Label LS3 Medium-Bore 12-Degree CNC Heads
936-560-2218
www.mastmotorsports.com
PN: 491-003
Mast Black Label GM Gen IV LS3/L92 12-degree CNC profile cylinder heads are now available for the new 2010 Camaro SS.

RideTech (Air Ride Technologies Inc.)
RidePro E3 Air Suspension Control System
812-481-4777
www.ridetech.com
PN: CON8000
RideTech now offers the RidePro E3 electronic air suspension management system for hot rods and late models. Features ride height on start, three ride height presets and transreflective display. Monitors air pressure, ride height and ride quality.

QuietRide Solutions
Jeep TJ/YJ Roof Panel Insulation
209-942-4777
www.quietride.com
PN: JEEP 9606TJ-TRPK
Jeep TJ/YJ roof insulation panels stop the radiant heat generated by the vehicle’s hard shell plastic roof and cool the passenger cabin. Kit includes black ABS leather-grain cover, R-36 heat shield, mounting hardware and instructions.

RideTech (Air Ride Technologies Inc.)
Precision Coachworks Billet Gas Cap
812-482-2932
www.ridetech.com
PN: PCW9500V
Precision Coachworks has developed a direct-fit billet gas cap/neck to replace OEM fuel fillers for popular musclecar applications. The product includes locking cap assembly, fuel neck, rubber gas hose and all fasteners.

RideTech (Air Ride Technologies Inc.)
Select Series Shock Absorber Technology
812-481-4777
www.ridetech.com
PN: 20840100
Best New Engineered Product—1st Runner Up
RideTech Select Series electronic shocks can change to high-performance internal valving and back to a smooth/comfort setting in milliseconds, giving you the best of both worlds at the push of a blue button. Have your ride ready when you are!
RideTech
(Air Ride Technologies Inc.)
Tiger Cage for ’70–’81 GM F Body Cars
812-481-4777
www.ridetech.com
PN: TGR12000
TigerCage stainless rollcage system is designed for each application as a direct bolt-in fit and easy installation (six hours). Patented clamp collar ties the structural strength points of the car together for increased chassis stiffness and safety.

Rocket Racing Wheels
Rocket Booster
888-307-7525
www.rocketracingwheels.com
PN: R14-2956192
Delivers classic styling for classic and modern musclecars. Available in chrome, gray and black in 17- to 20-inch sizes. Ride a Rocket.

Flaming River Industries Inc.
Power Rack and Pinion Cradle Kit Nova ('62–'67) Front Steer Ultimate Clearance Kit
440-826-4488
www.flamingriver.com
PN: FR305FS
Front steer rack and pinion improved clearance allows the use of virtually any oil pan. Rack is out of the way of the oil pan, accommodating big-block or small-block engines.

Specialty Wheels Ltd.
Thunderbird Wire Wheel
503-481-8848
www.specialtywheel.com

RideTech (Air Ride Technologies Inc.)
Titanium Series ShockWaves
812-481-4777
www.ridetech.com
PN: SKW1000TS
For those who are after the ultimate razor-sharp adjustable control, the Titanium Series ShockWave is the choice with gas-pressure, monotube, remote-reservoir technology. Includes internal ride-height sensor and air spring. Sold in pairs.

Unisteer Performance Products
Teryx UTV Doors
330-425-9080
www.unisteer.com
PN: 8080017
Bolt-on aftermarket doors for the Kawasaki Teryx UTV vehicle.

PitStop Furniture
racing inspired furniture and accessories
Winner of the 2009 SEMA Global Media Award!
World Wide Patented Product line sells itself
Lifetime Warranted with unsurpassed manufacturers’ support
Product line offers margin and appealing sales opportunities
Stainless Steel Brakes Corp.
Comp S Brake Program
716-759-8666
www.ssbrakes.com
PN: W-S series
High-performance front and rear brake kits complete with fully machined billet-aluminum, four-piston calipers and rotors. Superior design and wide range of applications to fit muscle-era and custom street-rod vehicles.

Stainless Steel Brakes Corp.
Comp Series Quick-Change Caliper Kits
716-759-8666
www.ssbrakes.com
PN: W148-36
Fully machined, billet-aluminum, four-piston calipers for high-performance braking. Superior design and wide range of applications to fit muscle-era and street-rod custom vehicles.

Stainless Steel Brakes Corp.
Tri-Power Quick-Change Caliper
716-759-8666
www.ssbrakes.com
PN: A189-4

Steele Rubber Products
70-2870-72
800-544-8665
www.steelerubber.com
PN: 70-2870-72
These ’77–’79 Lincoln Continental door weatherstrips have molded ends with proper cross-section extrusion and nylon pins embedded. Includes nylon screws for molded ends. An exact reproduction.

Street and Performance
Custom Aluminum Oil Pan for LS-7 or LS-9
479-394-5711
www.hotrodalle.com
PN: LS7LS9-PAN

Unisteer Performance Products
Second-Generation F Body
330-425-9080
www.unisteer.com
PN: 8011160-01
Complete bolt-on rack-and-pinion kit for second-generation Camaro and Firebird. Includes pump kit and shaft kit.
Unisteer Performance Products
UTV Heavy-Duty Rack and Pinion
330-425-9080
www.unisteer.com
PN: 8001100

Heavy-duty rack-and-pinion kits for UTV/SidexSide are now available. These units are more robust than the factory unit for increased strength and durability.

Vintage Air Inc.
`64–`68 Form Mustang Gen IV SureFit Kit
800-862-6658
www.vintageair.com
PN: 954164

Fully electronic bolt-in climate control system converts stock controls to fly-by-wire electronic operation. Separate coils with a temperature blend door deliver instant just-right comfort.

Classic Instruments Inc.
All-American Tradition Package
800-575-0461
www.classicinstruments.com
PN: AT6400

All-inclusive gauge package.

Road Art Studios LLC
Auto Valet
541-580-7846
PN: AV-01

Remote controlled semi-automatic vehicle loading and securing system for enclosed trailers to streamline the loading and unloading process while protecting the vehicle.

Billet Specialties Inc.
Legacy II Road Wheel
800-245-5382
www.billetspecialties.com
PN: VSL24

Our flagship vintage wheel just got better. The Legacy II features a soft lip rim and now includes the knock off with each wheel. Available with powdercoat or polished finish. Available in 17- through 22-inch sizes.

Gear Vendors
Overdrive
Richmond/Gforce Overdrive
619-562-0060
www.gearvendors.com
PN: 3dGRFR

Take two of the best five-speed transmissions (Richmond and Gforce) and add a planetary overdrive for better performance and reduced engine wear while also increasing fuel mileage. The inherently strong non-overdrive design is thus not altered, and yet the benefits of overdrive are available.

United Pacific Industries Inc.
`69 Camaro RS LED Taillamps
866-327-5288
www.uapac.com
PN: CTL6901LED-L

A `69 Camaro RS-style LED taillight lens. Features 84 super-bright LEDs embedded into a new RS-style polycarbonate lens. All three sections are illuminated. Connects to original sockets with 1157 plug. Lifetime warranty.

Rocket Racing Wheels
Rocket Fuel
888-307-7525
www.rocketracingwheels.com
PN: R23-786145

Providing timeless classic traditional styling at very affordable prices. Rocket Fuel is available in polished, chrome and painted finishes.

Vintage Air Inc.
Small-Block Chevy Front Runner Drive System
800-862-6658
www.vintageair.com
PN: 174015

Revised main truss bracket delivers tighter package envelope and improved hose-routing flexibility. Available in bright version with chrome pulleys and black-anodized version.
Billet Specialties Inc.
Rally Road Wheel
800-246-5382
www.billetspecialties.com
PN: PS30
Stylish for the musclecar market, the Rally is a lightweight wheel featuring a machined-forged center and a spun-aluminum rim in a design that will never go out of style. Available in 15- through 17-inch diameters.

Bob Drake Reproductions Inc.
'37–'40 Door Hinge Kit
800-221-3673
www.bobdrake.com
PN: 78-702456-K
Kit features precision-cast steel upper and lower hinge assemblies for '37–'40 Ford car front door. Includes cleverly designed inner door threaded mounting plates to replace the original rivets. Mounting hardware and hinge pins included.

Bob Drake Reproductions Inc.
'40 Rear Bumper Braces, Steel and Stainless
800-221-3673
www.bobdrake.com
PN: 78-17787
Available in steel or hand-polished stainless, the fit, thickness, hole locations, radius edges and end shapes of these rear bumper braces match those originally offered for '40 Standard and Deluxe Fords.

Lokar
Performance Products
Lakester Throttle Assemblies and Brake/Clutch Pads
865-966-2269
www.lokar.com
PN: BAG-6151
Steel hot-rod pedal styling with a lower splined arm for versatility in mounting to the right or left of the mounting bracket. Pedals feature curved pads and arms.

MasterShift
Shift Lever Relocation Hardware for TKO and T56 Transmissions
888-658-2727
www.mastershift.com
PN: MS-RESHIFT
Best New Street Rod/Custom Car Product—Winner 1st Place
Allows installation of aftermarket transmissions in various vehicles where shift lever must be located further back from factory location. Currently for Tremec TKO and T56 transmissions. Shown with optional gear indicator. Patent pending.