Our primary objectives are to ensure the future prosperity of the hot-rod industry and to advance and promote awareness of the hobby.
MESSAGE FROM HRIA

We are very proud to serve the hot-rod industry. Our focus has always been on youth development and opening the lines of communication from top to bottom to serve our industry’s needs. With a lot of help from a wonderful group of people, we will continue to develop valuable resources for the hot-rod community. We hope you will join us at the HRIA open meetings to contribute to these efforts.

Jim Skelly
Council Director, HRIA
SEMA

Tammy Holland
Chair, HRIA
COMP Performance Group

WHERE WE’VE BEEN

1985
Street Rod Equipment Association formed to build a community for hot rodders.

1995
Education Day training seminars first held in San Antonio, Texas.

2004
Now a SEMA Council and renamed Street Rod Market Alliance since 1992, name changed again to Hot Rod Industry Alliance and mission statement redefines a hot rod as any car 25 years old or older.

WHERE WE ARE TODAY

• Education Days—Product training seminars to help manufacturers reach and inform retailers, builders and consumers.
• Futures in Hot Rodding—Expanding outreach efforts to connect the dots between schools, students and the industry.
• SEMA Show Feature Vehicle Program—High-level builds from veteran and beginning builders alike garner awards such as Mothers Shine, Grand Tourismo and OEM Design and Best in Show.

WHERE WE’RE GOING

• Opening Education Day to faculty and students of automotive programs.
• Focusing in on ways to connect young enthusiasts to career opportunities.
• Cruise along as we modify the image of today’s hot rodder.

Apply today at SEMA.org/HRIA.

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LEGISLATIVE AGENDA

Some laws and regulations can be unfair and hurt your business. Others create new programs to safeguard and expand opportunities available to HRIA and the automotive hobby it serves. On both fronts, SEMA is here to help you. To support this strategic initiative, SEMA maintains an active presence in Washington, D.C. and state capitals to defeat harmful legislation that could impact your company’s future, while also pursuing pro-industry legislative initiatives.

Whether it’s enacting street rod/custom vehicle titling legislation, supporting salt replenishment efforts at the Bonneville Salt Flats, repealing ethanol requirements in gasoline, working with regulators to facilitate emissions compliance procedures, preserving the tradition of motorsports or spearheading Collector Car Appreciation Day, the SEMA government affairs team is dedicated to helping HRIA members succeed and prosper.

HERE’S HOW YOU CAN GET INVOLVED!

SEMA Action Network (SAN)

Add your voice to our growing U.S. and Canadian forces, united to advance our automotive freedoms. SAN members defend the industry by responding to timely e-mail alerts on vehicle-related legislation and regulations. No fees. No SPAM. No obligations. Enlist Now: semaSAN.com/Join

SEMA Political Action Committee (PAC)

SEMA PAC allows HRIA members to support U.S. Congressional lawmakers that have our industry’s back. Get up-to-speed on how SEMA is fighting for you in Washington, D.C. and become SEMA PAC approved today. Visit: semaPAC.com

For more information, contact SEMA Vice President of Government Affairs Steve McDonald at stevem@SEMA.org.
**PINEWOOD BUILDERS CHALLENGE**

Every year some of the nation’s best custom car builders create one-of-a-kind pinewood cars to participate in the HRIA Builders Challenge. Not merely functional pinewood racers, these mini hot rods showcase the variety of car building skills found in our industry. The cars compete on track at the NSRA Nationals in Louisville, Kentucky and are then later displayed and auctioned during the SEMA Show in Las Vegas. The auction gives enthusiasts a chance to own a unique “hot rod” from a leading builder, and proceeds benefit the SEMA Cares children’s charities.

**EDUCATION**

HRIA Education Days has a rich history of delivering exceptional training to help your business succeed and prosper. Not meant as sales pitches, some of our industry’s leading experts share their knowledge of suspension, powertrain and electrical systems. Now open to consumers as well as business owners, Education Days provides invaluable face time between manufacturers, retailers, builders and enthusiasts while providing invaluable tips and tricks for building your next hot rod.

**FUTURES IN HOT RODDING**

The Futures initiative encourages the industry’s next generation by communicating, identifying and promoting education resources and career opportunities to students, teachers and school administrators. Through our website that directs young people to SEMA resources, and through member-company on-site visits with schools and students, we promote opportunities for a passionate career in the hot-rod industry; Not only fabrication skills, but for accounting, marketing, plant operations and all the facets that make up any successful business.

**FEATURE VEHICLE PROGRAM**

The Feature Vehicle program serves to highlight not only the incredible talent of today’s car builders during the SEMA Show, but to also showcase the variety of SEMA/HRIA member products available and how they may be used. A variety of vehicles from iconic builders as well as “young gun” up-and-comers are chosen to represent the many build styles found in the hot-rod community. Feature vehicles have won many awards at the SEMA Show, including Mother’s Shine Top 10, Grand Tourismo, Ford Best in Show, GM Design Award and more.

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HRIA BY THE NUMBERS

MORE THAN 270 MEMBERS

REGIONAL BREAKDOWN
46% 24% 9%

21%

$1.26 BILLION INDUSTRY

BREAKDOWN OF HRIA MEMBERSHIP

37% MANUFACTURER
21% ADVERTISING, SVC PROVIDERS AND OTHER
14% BUILDERS
7% PUBLISHER/MEDIA
5% WAREHOUSE/MULTILINE DISTRIBUTION

CLASSIC CAR SOURCES OF INFORMATION (% OF ACCESSORIZERS)

47.4 INTERNET SEARCHES (E.G. GOOGLE, BING)
38.8 MAGAZINES
37.8 CAR/TRUCK SHOWS

20.9 MAIL ORDER/CATALOG
19.4 INDEPENDENT/SPECIALTY PARTS STORE/GARAGE
17.3 CHAIN AUTO PARTS STORES: ACTUAL LOCATION

WHERE CLASSIC CAR CONSUMERS SHOP MOST (% OF ACCESSORIZERS)
Primary Reason for Modifying Classic Cars (% of Accessorizers)

- 32 To restore to original or near original condition
- 19 More horsepower/go faster
- 15 To personalize
- 9 To change/improve the look
- 8 Improve handling
- 4 For improved safety
- 4 To be raced at the track
- 3 To save money
- 3 For better reliability
- Other

Classic Car Products Purchased (% of Accessorizers)

- Intake/fuel/exhaust: 61.7%
- Engine: 60.2%
- Chassis/suspension/wheels: 55.6%
- Interior (e.g. mats, safety gear): 50%
- Chemicals (e.g. fluids, cleaners): 42.9%
- Exterior (e.g. decals, paints, racks, truck shell, hitch): 42.3%
- Electrical (e.g. audio, alarm, GPS): 39.3%
- Drivetrain (e.g. clutch, shifter, transmission): 36.7%
- Lighting (e.g. exterior/interior): 27.6%
- Other: 6.6%
GET INVOLVED WITH HRIA TODAY

AS AN HRIA MEMBER, YOU AND YOUR COMPANY WILL BENEFIT BY:

- Connecting, sharing and problem-solving with similar businesses, including private forums.
- Growing leadership skills through SEMA training and council task force involvement.
- Accessing specific reports and tools designed to enhance/improve operations.
- Receiving free or discounted invitations to exclusive council events.

JOINING HRIA IS EASY.

Complete the HRIA application at SEMA.org/HRIA.

WHAT DOES IT COST?

Only $100 in addition to your regular SEMA membership dues!

NEED MORE INFO?

For answers to questions or assistance, contact our customer service team at 909-610-2030 or via e-mail at member@SEMA.org.