More than 100 products were displayed under the car-care and restyling classifications in the New Products Showcase at the 2014 SEMA Show. They ranged from body parts and panels to traditional waxes and cutting-edge vinyl wraps and clears. We’ve gathered the new introductions into this listing and have included comments on car-care trends from professionals with some of the leading and most innovative companies in the segment. Enjoy!

Race Sport Lighting
Camo-Series 8-in. Cree Camouflage Spot LED Work Light Bar
847-327-0073
www.racesportinc.com
PN: RS-CAMO-36W

WD-40 Co.
3-in-One Penetrant Drip Oil
800-448-9340
www.3inone.com
PN: 120015
WD-40 Co. says that 3-in-One Penetrant’s unique blend provides superior performance that frees rusted parts, prevents rust and lubricates faster than leading competitors.

3M
Quick Headlight Renewal Kit
877-MMM-CARS
www.3mauto.com
PN: 39166
Quick. Simple. Not intimidating. Designed to invite vehicle owners into the category who hesitate attempting headlight restoration because of complexity or the cost of a kit and desire more than a polish but not the multiple sanding steps present in a kit.

Mothers Polishes-Waxes-Cleaners
Leather Cleaner
714-891-3364
www.mothers.com
PN: 6412
Mothers Leather Cleaner is packaged in an ergonomic 12-oz. bottle with a sustainable high-output compact trigger, providing point-and-shoot control for the most intricate automotive interiors.

3M
Headlight Restoration Kit With Drill-Activated Sanding
877-MMM-CARS
www.3mauto.com
PN: 39165
Designed to differentiate product by calling out that 3M abrasive technology and Trizact abrasives are unique. Includes a cutout that allows consumers to feel Trizact disc. This product is used with a household drill, and the power of the drill allows the haziest headlights to be restored. Open flap allows for a larger display area.
Avery Dennison
Graphics Solutions
Red Conform Chrome
800-282-9379
www.graphics.averydennison.com
PN: SF100-474-S
Avery Dennison supreme wrapping film conform accent chrome is a premium-quality specialty film designed for use in vehicle and graphics markets where high-end chrome accents are desired. The patented Avery Dennison Easy Apply RS feature allows for faster positioning, bubble-free application and long-term removability.

BluFixx
BluFixx
209-365-4032
www.blufixx.com
PN: 5G_Kit
Fix, repair or create. The liquid plastic cures in seconds when illuminated by the BluLight pen. Cured BluFixx can be painted, sanded, shaped, drilled, filled or milled. Works on glass, plastics, metal, stone, tile and wood. Available in clear, white, black, blue, red, yellow, green, light wood, medium wood and dark wood.

DC Safety
Top Gear First-Aid Kit
631-750-2400
www.dcsafety.com
PN: 1013
This extensively stocked Top Gear first-aid kit allows users to travel with ease knowing that life’s little emergencies can easily be fixed on the road.

Wipe New
Wipe New Professional—Fleet
757-463-6653
www.getwipenew.com
PN: WN32OZBOTTLE
Technological nano-polymer breakthrough replaces repainting and reduces maintenance. Restores original color/shine with unprecedented durability—never paint or wax again. Said to be the only product of its kind.

Wipe New
Wipe New Professional—Marine
757-463-6653
www.getwipenew.com
PN: WN32OZMARINE
Nano-polymer formula specially engineered to restore aged gelcoats to brand-new condition and keep them that way.

Wipe New
Wipe New Professional—Fleet
757-463-6653
www.getwipenew.com
PN: WN32OZBOTTLE
Technological nano-polymer breakthrough replaces repainting and reduces maintenance. Restores original color/shine with unprecedented durability—never paint or wax again. Said to be the only product of its kind.

Wipe New
Wipe New Headlight Restore
757-463-6653
www.getwipenew.com
PN: HDLRTLKIT
Vibrant, eye-catching box with strong before/after image, introduction of easy-to-use wipe and powerful sales points. Accommodates hanging or shelf display.

Wipe New
Wipe New Trim Restore
757-463-6653
www.getwipenew.com
PN: 15OZRTLKIT
Nano-polymer formula restores faded surfaces to new for two years, guaranteed. Number-one-selling trim restore product. Best-performing trim restorer, per a leading consumer magazine.

Wipe New
Wipe New—Wheels
757-463-6653
www.getwipenew.com
PN: WWRTLKIT
Bright, eye-catching box with strong before/after of actual Wipe New treated wheel. Supports brand identity of a new class of products that is said to outperform competing brands. Accommodates hanging or shelf display.

Advertising Edge
Custom Sublimated Track Jacket
619-258-9773
www.customraceshirts.com
PN: JKM07-24
Stay warm and comfortable and look like a professional race team even when the weather is cool. This fully custom sublimated track jacket is just the ticket for a race team. Customize it to look like crew shirts or make it a one-of-a-kind jacket. American made.

Wipe New
Wipe New Trim Restore
757-463-6653
www.getwipenew.com
PN: 15OZRTLKIT
Nano-polymer formula restores faded surfaces to new for two years, guaranteed. Number-one-selling trim restore product. Best-performing trim restorer, per a leading consumer magazine.
The headlight restoration segment is still going strong. Do-it-yourselfers on a budget can restore their headlight lenses for a fraction of the cost of replacements. We find that men and women alike are restoring their headlight lenses to improve appearance and nighttime visibility—and for not too much time and not too much money. Cost savings are in the hundreds to thousands of dollars, so it’s a great return on investment.

Consumers desire car-care products that perform multiple tasks to get more bang for their buck. For example, an interior care product that addresses not just leather but also vinyl and rubber surfaces is very attractive to a consumer, especially when one has a hard time discerning the various materials from one another. Cleaner wax products that both polish and protect have been much more popular in recent years than dedicated polishes and waxes, saving time and money. Glass cleaners that are also optimized for other surfaces are also trending.

Governmental regulations in both chemical restrictions and labeling standards have been big hurdles, but being eco-friendly is perhaps a new opportunity for growth.

—Jim Dvorak
Public Relations Manager
Mothers Polish
Big Mike’s Performance Parts
Sto N Sho for C6 Corvette Z06, ZR1 and Grand Sport
831-663-4849
www.bigmikesperformanceparts.com
PN: SNS28a
Model-specific quick-release front license plate bracket made of high-quality aluminum. Designed for cars whose appearance would be ruined by using factory mounting location.

Big Mike’s Performance Parts
Sto N Sho for ‘15 Ford Mustang
831-663-4849
www.bigmikesperformanceparts.com
PN: SNS62
Model-specific quick-release front license plate bracket made of high-quality aluminum. Designed for cars whose appearance would be ruined by using factory mounting location.

Sports Licensing Solutions
Starter Rug
800-525-5923
www.fannmats.com
Decorate a home or an office with area rugs by Sports Licensing Solutions. Made in the U.S.A.; 100% nylon carpet and non-skid recycled vinyl backing. Officially licensed and chromojet printed in true team colors.

Sports Licensing Solutions
Deluxe Car Mat
800-525-5923
www.fannmats.com
Protect a vehicle’s flooring while showing team pride. Vinyl and dual-ribbed charcoal carpet construction with non-skid backing ensures a rugged and safe product. Universal fit makes it ideal for cars, trucks, SUVs and RVs.

Sports Licensing Solutions
Cargo Mat
800-525-5923
www.fannmats.com
Protect a vehicle’s flooring and cargo. Uses 100% heavy-duty vinyl construction with non-skid backing to ensure a rugged and safe product. Universal fit makes it ideal for cars, trucks, SUVs and RVs.

Dvelup Restoration Products
Color Enhancer Pro Kit—Paint and Plastic Restoration
352-419-8909
www.dvelup.com
PN: 100061
Heavy-duty clamshell holds all items needed for restoring faded trim and clear-coat scratches. Designed to stand on a shelf or hang from a peg. Labeling provides all the benefits that raise the Dvelup kit above the others. Includes simplified steps, product highlights, contents, phone number for free technical help and QR code for online instructional video.

Razer Auto Inc.
A ‘14–’15 Chevy Silverado 1500 Full Replacement Black ABS Billet Grille With Chrome Shell
909-923-8809
www.razerauto.com
PN: RZMPBG-8507
Full replacement black ABS billet grille with chrome shell.

Customers are becoming much more savvy when it comes to protecting their vehicles. They don’t want just a wax product; they’re looking for a tangible, physical barrier that will protect their cars from stone damage and debris. Paint-protection films such as our Clear Bra have gotten clearer and feature fantastic coatings, and wraps are equally significant. Two guys can wrap a car in 10 hours, dropping the labor rate. With companies such as 3M, Arlon, Fellers and Hexis all coming out with unique designs, it’s a consumer’s paradise for these products.

We designed the Proskin system for wrap and paint protection. There is no real longevity to traditional paint sealants and waxes, and if you put a polymer sealant or wax on a matte wrap, it’s going to cause streakiness and change the color of the film dramatically. Those products also usually contain petroleum distillates, which can affect vinyl film. Clear films don’t have those drawbacks.

There has always been a natural evolution of products within car care. People want the deepest, brightest shine possible with no swirl marks, and they want to protect their finish either with clear film or wraps. That’s a huge impact to our industry.

—Sean Connors
Vice President of Sales & Marketing
Proskin

www.semanews.com 35
We specialize in high-quality car-care products and polishing compounds. We also specialize in educating our customers about how to save at least 30% of their time with our products to boost their quality and production to higher limits. More production in less time is what most customers are looking for.

People today are asking mostly for looks and price rather than quality and endurance. Because ours are eco-friendly products, they are not only safe for the car and the environment but also for the user. For instance, when our interior products are sprayed in the cabin to clean a part, the user doesn’t have to fear that they are cheap products that contain phosphate-based cleaners.

Customers and end users are a little afraid about using wraps because they have seen bad examples. The only problem with wraps is how to maintain them, especially when it comes to matte finishes. With our Italian-made protection system, which is a non-oil-based product, we can keep the wrap looking as good as new. Our products will not change the finish look of a matte wrap but will make it look richer.

—Rafiq Weiss
President
Weiss Auto Care Inc.

3dCarbon-Air Design
Tailgate Spoiler for ‘14–’15
Toyota Tundra
949-650-1999
www.3dcarbon.com
PN: 692133

Proskin
Paint-Protection Film Maintenance Solution
403-250-8468
www.proskin.com
The Proskin maintenance solution helps prevent film discoloration and allows for easy cleaning and removal of bird droppings, tree sap and insects, all the while maintaining the original clarity and look of the film. Proskin chemically bonds to the film, creating a hard and smooth surface that lasts significantly longer than other waxes and sealants.

InnoGoods International BV
Zarpax Auto Interior Dehumidifier
805-298-0339
www.zarpax.com
PN: PD-A300-US
Zarpax dehumidifier counter display quickly converts from being the standard shipping box to a striking, four-color, lacquer-finished counter display holding eight parts. Simply tear along the perforations on the box, discard the upper section and fold up the header card to reveal a large product image and eye-catching artwork.

InnoGlods International BV
Zarpax Auto Interior Dehumidifier
805-298-0339
www.zarpax.com
PN: LV-A300-US
The special cloth pouch contains moisture-absorbing pellets that release the moisture when heated in a microwave. A major feature is the smart indicator dot that turns from blue to pink when the pellets are fully saturated and are therefore no longer absorbing moisture. The moisture can be removed and the pouch re-used by microwaving.

GetLit LLC
License-Plate Frame
973-709-9000
www.streetglow.com
A license-plate frame. LED lighting effects. Interchangeable grille options. All 50-state compliant.

BuffPro
Buffer With Finishing and Polishing Wool Pads
800-699-4160
www.buffpro.com
PN: 10018000
BuffPro buffer with wool polishing and finishing pad. For buffing/polishing all metal and painted surfaces in up to half the time of traditional buffing/polishing methods.
Digital and color-change wrapping films have become more comfortable and easier to install, with technology advancements in adhesives and air-egress features. Colors and finishes that can’t be created with paint are now being achieved with vinyl wrap films.

Combining finishes in one film has become popular, such as the new Giovanna Edition of Supreme Wrapping Films by Avery Dennison. This new line includes a combination of metallic and pearlescent features into the films. A third color, Matte Metallic Grigio, combines a matte gray film with a gold flake. Another special collection is the Limited Edition Justin Pate Supreme Wrapping Film Series, which includes four colors featuring multidimensional finishes, with metallic flakes that reflect different colors.

At Avery Dennison, we’re following color trends in the automotive industry and other consumer markets to determine our new wrap film colors. We also have an industry panel comprised of wrap installers who provide us with feedback and insights about what colors they’d like to see and that customers are requesting.

As vinyl wraps and films continue to become more popular and the number of unique finishes increases, the need to instruct consumers on how to maintain and clean the wrap becomes more critical.

—Roxanne McSpadden
Marketing Director
Avery Dennison Graphics Solutions
The Seat Shop
’07–’14 GM Truck/SUV Driver Bottom Foam Cushion
214-710-2565
www.theseatshop.com
PN: CC-14-FOAM-D
Durofoam replacement foam cushions are designed to breathe life into an aging truck or SUV. Not only will the seat look like it rolled off the showroom floor, but it also will feel like the user is driving a brand-new truck. Replacing a foam cushion will also dramatically increase the life of a new leather seat cover. Durofoam—making leather last longer.

Ode Auto Parts Co. Ltd.
IDFR 2014 Mercedes S550 W222 Headlight and Taillight Chrome Trim
718-302-1787
www.broadfeet.com
PN: hlmb-mb605
Featuring the latest Mercedes Benz ’14 S550 W222 headlight and taillight trim. Made of ABS with three stages of quality control. Sticks on with 3M tape on headlights and taillights. More than $20k invested in tooling to develop this front and rear taillight trim.

Chemical Guys/Smartwax
Torq10FX Dual-Action Polisher
866-822-3670
www.chemicalguys.com
PN: TORQ10FX
Torq set out to develop a tool everyone would enjoy and understand: a streamlined machine with the power and precision demanded by professionals combined with simple design and use sensibilities for any enthusiast. The Torq 10FX random orbital polisher redefines state of the art with a machine that is precise, smooth, powerful and ergonomic.

Motorglyphics by Next Innovations
WA3DGM5GEN
218-547-5990
www.nextinnovations.net
PN: WA3DGM5GEN
General Motors fifth-generation layered wall art.

Nexon Motors
BMW E71 X6M Custom Carbon Steering Wheel
201-731-2212
www.nexonmotors.com
PN: NMX65DNC6AM

KPMF
Repositionable Digital Print Film
248-377499
www.kpmfusa.com
PN: VWS2096
Repositionable digital print film with grey-tinted adhesive is 50-micron cast PVC with exceptional dimensional stability and excellent long-term durability. Premium performance when used with solvent, eco-solvent and latex printer. Perfect for vehicle wrap applications.

Ode Auto Parts Co. Ltd.
Broadfeet Coil Custom Floor Mat
718-302-1787
www.broadfeet.com
PN: fm-yoma
Broadfeet Coil custom mat is 100% custom cut and built in the USA. Available for front, second, third row and Carlo liner. It requires three times less maintenance than normal floor mat. It is made of PVC and rubber with heated technology to integrate. No odor. Fourteen colors to choose from that match very closely to interior color.

Chemical Guys/Smartwax
Torq Foam Cannon
866-822-3670
www.chemicalguys.com
PN: EQP_310
Chemical Guys says that Torq Foam Cannon is the perfect choice to wash any vehicle using the cleaning power of foam. Constructed for use with any pressure washer, it is designed to spray the thickest foam to give the car a gentle wash. Said to be the perfect way to remove dirt and reduce swirl marks. Turn the weekly wash into an exciting foam experience.
RESTYLING & CAR CARE ACCESSORIES NEW PRODUCTS

Quality Aerosols Chrome Wheel Cleaner and Polish
678-494-1112
www.qualityaerosols.com
PN: QUA01435
Quality Aerosols chrome wheel cleaner and polish is a one-step solution to cleaning and polishing chrome and all wheels. The unique formula removes road grime, grease, dirt, tar and brake-dust buildup. It will leave wheels looking new.

Quality Aerosols Detail Kit Four Pack
678-494-1112
www.qualityaerosols.com
PN: QUA01437
Quality Aerosols detail kit contains one can each of Clean & Shine, Detail Spray, Tire Shine and Glass & Plastic Cleaner. All come in a four-pack carrying case. Now users have all of these popular detail products in one easy-to-carry case. Quality products from Quality Aerosols.

Fun Lines
M2 Machines 1:24th-Scale ’70 Dodge Challenger R/T
800-925-2883
www.funlines.net
PN: 40300-42A
Celebrating 50 years of Hemi, this highly detailed 1:24th scale M2 Machines commemorative diecast proudly displays the 50 years of Hemi logo on the roof and features a National Hemi Day 4/26 logo on the back windshield. Limited production, 5,000 pieces.

Slamstop
Slamstop
+38-503888911
www.slamstop.net
Slamstop is a soft-closing device. It mechanically catches a slightly closed door elegantly and pulls it into the completely closed position. No need to reopen it and shut it with force. Slamstop is universally compatible, truly innovative and easy to install. Similar OEM solutions were previously available only on luxury cars.

CarPro USA
Immortal Self-Healing Clear Coat
407-670-8758
www.carpro-us.com
Immortal self-healing clear coat from CarPro is the first all-environment self-healing paint that heals nearly instantly. Featuring extreme durability, true self-healing properties and extreme chemical resistance, this spray-on clear coating is ideal for both aftermarket paint and body shops and automotive manufacturers on the assembly line.

A vehicle or paint-replacement wrap is the icing on the cake when it comes to customizing cars. A vehicle’s color is its most visible asset. The decision whether to paint or wrap a custom-built or exotic car is easy. With a wrap, the color and look of the car can be changed many times without damaging the OEM paint. Wrap films provide so many options, and the finish and color choices have improved dramatically over the last two years, with metallic, satin and chrome films coming on the market.

Matte car wrap films achieve a look that just can’t be created with paint. I’ve worked with several auto manufacturers to try to create a matte-finish paint and was always disappointed with the results. The opportunity to collaborate with Avery Dennison to create customized colors that are a combination of metallic and pearlescent and are 3D from every angle—colors that I’ve tried to achieve with paint but couldn’t—was an amazing opportunity. I’m thrilled with the way the colors turned out and the reception they have received from the restyling and customizer community.

—Diko Sulahanian
President
WTW Corp.
CroftgateUSA/Allied Products
Matte and Gloss Vinyl Wrap: Cleaner-Sealant-Enhancer
800-327-8487
www.croftgateusa.com
Extend vinyl wrap installation integrity. Avoid high-pressure sprayers, harsh detergents or wasting water. Safely clean, preserve and enhance a prized vinyl-wrap investment with CroftgateUSA’s eco-friendly, high-performance vinyl wrap care series. Matte and gloss cleaner, matte and gloss sealant and gloss and color enhancer (chrome compatible).

Flock It Ltd.
Suede-Tex Nylon Mini Flocker Kit
800-336-6537
www.flockit.com
PN: 745
Suede-Tex spray-on nylon flock fibers create a soft-to-the-touch finish by attaching millions of tiny fibers to create a fabric-like appearance. Used to line gloveboxes, headliners, pillars, trunks, consoles and on dashboards to reduce glare for rally drivers or to repair cracks. Available in a wide range of colors, including custom colors.

Jibb Safety Cable Fastener
Jibb Safety Cable Fastener
406-889-9335
www.jibbsafetycable.com
PN: MMM-JSC-1242
Product allows for tool-free installation and removal of top post battery cables. Prevents corrosion due to anode/cathode reaction caused by all standard cable fasteners.

Elephant Gun Decals
Transformers Licensed Decals
855-535-3486
www.elephantgun.com
Just licensed Transformers decals from Elephant Gun. Be an Autobot or a Decepticon—you choose. Also available are DC Comics, My Little Pony and more.
As the wrapped-vehicle segment has grown, we’ve seen a need to make a vinyl-specific product. We developed our After Care specifically for vinyl, with a different makeup to allow the vinyl to stay soft and not crack. Our new wrap-care products are truly revolutionary.

Our clients’ needs and desires change daily based on the cars they drive or the finishes they are trying to achieve. With so many paint and vinyl options, our job is simply to keep up with all the latest trends. For instance, water-based paints will continue to evolve. Wrapped vehicles are in their infancy, but I feel that they are about to explode.

I see our waterless paint line growing along with our vinyl line. Our paint products allow reflectivity, but vinyl and most matte finishes do not require that. Due to droughts all over the globe, people are also looking for viable solutions to clean their cars without the use of water.

The hurdles and opportunities I see for CroftgateUSA are to continue to be on the cutting edge of our waterless line and to keep our eyes on the latest trends. Of course, we must also be mindful of our environment as well as our clients’ health and well-being.

—Frank Defeo
Sales and Marketing Director
CroftgateUSA

CarPro USA
Microfiber Madness Incredibrush
407-670-9758
www.microfibermadness.de
Microfiber Madness Incredibrush is a unique wheel-cleaning brush that is handcrafted in Germany. A flexible shaft controls the unique soft fabric blend for scratch-free wheel cleaning and encases a unique foam core for water absorption. The fabric is easily removed for cleaning and ecological replacement to save resources and the environment.

Skits by Relief Pod
Automotive First-Aid Kit V
949-474-7637
www.reliefpod.com
PN: RP144-415K-001
This streamlined kit organizes first-aid and roadside safety items into a patent-pending case designed specifically to match the quality and style of automotive interiors.

Skits by Relief Pod
Automotive Safety Kit V
949-474-7637
www.reliefpod.com
PN: RP144-416K-065
This streamlined kit organizes first-aid and roadside safety items into a patent-pending case designed specifically to match the quality and style of automotive interiors.

Skits by Relief Pod
Tech Zip Pouch Four-Piece Set
949-474-7637
www.reliefpod.com
PN: RP141-628A-000
These patented protective pouches enable the use of hand-held touchscreen electronic devices while keeping them safe from water, dust, dirt, sand and spills.

C.A.R. Products Inc.
Bulletproof-Series Topper
800-537-7797
www.carproducts.biz
PN: CAR-60516
Bulletproof premium car-care products are formulated to produce superior results with ease of use. Exterior coating nano glass fortified technology, best in class.

Razer Auto Inc.
A ’14–’15 Chevy Silverado 1500
Full Replacement Paint to Match
ABS Mesh Grille Shell
909-923-8809
www.razerauto.com
PN: RZMPBG-8504
Full replacement paint to match ABS mesh grille shell.
Razer Auto Inc.
A ’14–’15 Chevy Silverado 1500
Full Replacement All-Chrome ABS Mesh Grille Shell
909-923-8809
www.razerauto.com
PN: RZMPBG-8500
Full replacement all-chrome ABS mesh grille shell.

Ace Branded Products
The Busted Knuckle Garage Pint Glass Set
262-754-8490
www.brandedproducts.com
PN: BKG-78701
Set includes four pint glasses, each with a unique The Busted Knuckle Garage design and eight matching coasters. Great for celebrating the latest project.

Winner International
The Club Door Projection Light
724-981-1152
www.theclub.com
PN: SA200
Open a vehicle with style. Projects a decorative image on the ground when the door is opened.

Stainless Showworks Inc.
Brushed Stainless-Steel Engine Compartment Dress-Up Kit for ’07–’13 GM Trucks and SUVs
541-621-8411
www.stainlessshowworksisn.com
PN: SS-GM7-001B
Brush-finished stainless-steel engine compartment dress-up kit for ’07–’13 GM trucks and SUVs.

Razer Auto Inc.
A ’14–’15 Chevy Silverado 1500
Full Replacement All-Black ABS Billet Grille Shell
909-923-8809
www.razerauto.com
PN: RZMPBG-8503
Full replacement all-black ABS billet grille shell.

Razer Auto Inc.
A ’14–’15 Chevy Silverado 1500
Full Replacement Black ABS Mesh Grille With Chrome Shell
909-923-8809
www.razerauto.com
PN: RZMPBG-8506
Full replacement black ABS mesh grille with chrome shell.

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There’s only one event where you can find everything you need for next year’s sales, all in one place — the National RV Trade Show. Take in the latest models, accessories, parts and services, and benefit from the networking that drives your success. See for yourself. Make plans to attend today.

For more information, visit www.RVIAshow.org.

RVIA
RECREATION VEHICLE INDUSTRY ASSOCIATION
NATIONAL RV TRADE SHOW
December 1–3, 2015
Kentucky Exposition Center
Louisville, KY
Stainless Showworks Inc.
Mirrored Polished Stainless-Steel Engine Compartment Dress-Up Kit for ’07–’13 GM trucks and SUVs
541-621-8411
www.stainlessshowworksinc.com
PN: SS-GM7-001 P
Mirrored polished stainless-steel engine compartment dress-up kit for ’07–’13 GM trucks and SUVs.

CRC Industries
1-Tank Power Renew Complete Fuel System Cleanup
215-674-4300
www.crcindustries.com
PN: 5815
It takes up to eight tanks for other premium fuel additives to achieve the results from just one tank of gas treated with CRC 1-Tank Power Renew. The concentrated complete fuel system cleanup delivers proven results the user will notice when he steps on the gas or reaches for his wallet. Proven 97% total power recovery and 5.7% mpg potential increase.

Air Couture Car Air Freshener
Air Freshener
818-396-0033
www.aircouturecorp.com
PN: Air No.27
Air Couture’s inspiration is to bring users a premium-quality air freshener that provides a luxurious experience both with its scent and elegantly designed packaging. High-end, luxuriously scented air freshener inspired by world-renowned perfumes from top designers. This concept offers a new dimension in the car air freshener market.

CRC Industries
GDI IVD Intake Valve Cleaner
215-674-4300
www.crcindustries.com
PN: 5319
Clean intake valves like never before, even in GDI engines. Power-robbing deposits can build up in as few as 10,000 miles. CRC intake-valve cleaner reaches intake valves at 150 times the concentration of fuel additives for restored power that users will notice after just one hour. Eliminate deposits in any gas engine, even GDI. No more engine teardown required.

Bad Ass Products
Quick Detail Wax
770-815-6161
www.badassclean.com
PN: BADW01
Environmentally safe, silicon free, paint-shop safe quick-detail wax that is excellent for removing dust, fingerprints, water spots and more on any painted surface. Will not smear or cloud glass, chrome or aluminum.

CalTrend Automotive Products
I Can’t Believe It’s Not Sheepskin Custom-Tailored Seat Cover
800-846-8621
www.caltrend.com
PN: SH Custom
CalTrend’s I Can’t Believe It’s Not Sheepskin seat covers keep cool in summer and warm in winter. Soft yet durable, and sheep-friendly, too.

Sun Innovations Inc.
Transparent Full Windshield Heads-Up Display
510-651-1329
www.sun-innovations.com
PN: HUD
Sun Innovations introduces the first full-windshield heads-up display that converts any vehicle window/windshield to a fully transparent digital display with unlimited viewing angles. Play and view phones, navigation and driving information directly anywhere on the windshield.

Albermo
3D Floor Mat
714-903-1020
www.albermo.com
PN: Tundra mat
The Albermo 3D floor mat captures dust and stains with its multi-dimensional structure. This makes it extremely easy to clean. Simply shake the dust off the mat. The highest-grade materials adopted by major manufactures are used. The mat can also be washed using water if the user happens to spill juice or other liquids that may cause stains.
Au-Lite Lighting Inc.
Multi-Function IR Warning Lighting
+886-3-593-3636
www.au-lite.com.tw
PN: KP-SL-01R

Ningbo Yili Shock Absorber Co. Ltd.
Gas Spring With Special Longitudinal Groove Inside the Pressure Tube
+86-57486811099
www.nbyili.com
PN: QBZN1808
This gas spring with a special longitudinal groove inside the pressure tube. The damping properties can be optimized to the application.

Ningbo Yili Shock Absorber Co. Ltd.
Adjustable Shock Absorbers
+86-57486811099
www.nbyili.com
PN: Y54S
The shock absorbers can be adjusted depending on road conditions, vehicle loading and personal preferences. Directly changing the size of the orifice, structural adjustment and stable performance will provide long service life. Remote control can be achieved by increasing the cab auxiliary device. Easy to adjust.

Widow Wax
Widow Wax
419-487-1971
www.widowwax.com
New unique formula utilizes high-tech cross-linking polymers to form a layer of protection that resists repeated washings and hazards of the environment, giving an ultimate shine.

Fuel Your Profits With Transfer Flow Fuel Tanks!
With over 30 years of engineering and manufacturing fuel tank systems, some of the best and biggest companies trust Transfer Flow to help fuel their success. We can do the same for your company!

We offer a complete line of fuel tank systems for you and your customers: refueling tanks, larger replacement tanks, and in-bed auxiliary tanks. Transfer Flow fuel tanks are CARB and DOT legal, come with all parts to install, and include our 24/7 customer tech support.

Start fueling your profits by selling and installing Transfer Flow fuel tank systems. Contact us today!
Darkside Scientific—LumiLor Labs
LumiLor Electroluminescent Coating System—Safety Helmet
330-952-1522
www.lumilor.com
LumiLor is a spray-on electroluminescent coating system that is applied using normal HVLP spray techniques. When a current is applied to LumiLor, it emits light, turning this fiberglass helmet into a lamp without changing the design of it in any substantial way.

Digital Vanity Plate
Digital Vanity Plate
518-788-4089
www.digitalvanityplate.com
First of its kind. Display favorite logos on the front of a vehicle without having to physically change a metal plate. Select desired images from the comfort of the car’s interior. Detectable for anti-theft. Waterproof for all types of weather. Daylight readable and shock proof.

US Speedo
‘07–’15 Jeep Wrangler Stainless-Steel Gauge Face
810-440-0909
www.usspeedo.com
PN: SSJK01
New ‘07–‘15 Jeep Wrangler stainless-steel gauge face. US Speedo’s SSJK01 and SSJK02 stainless-steel gauge face is specifically designed to replace the factory speedometer gauge face and directly fit on the vehicle’s speedometer for ‘07–’15 Jeep Wrangler. The stainless edition upgrades the look of the dash with a brushed-metal-finished gauge face.

Spyder Auto
‘12–’14 Land Rover Range Rover Evoque LED Taillights
626-934-8884
www.spyderauto.com
PN: 5079398
A ‘12–’14 Land Rover Range Rover Evoque LED taillight.

Speed Dawg Shift Knobs
Cobra Black Carbon-Fiber-Finish Shift Knob
717-741-2665
www.speeddawg.com
PN: SK501FCO-HW-6RUR
A 2½-in.-diameter, black, carbon-fiber-finish shift knob with white six-speed shift pattern and Ford officially licensed Cobra logo on both sides. Comprised of specially formulated high-impact polymer resin with brass mounting threads. Graphics are smooth surface and will not wear off. Weight is 4 ounces. Optional 12V momentary switch. Made in the U.S.A.
The 6-Pack Traveler combines six of Aero’s most popular products to create one item number for increased sales.

Seibon
OEM-Style Carbon-Fiber Front Upper Grille for ‘10–‘14 Ford Mustang Shelby GT500
626-968-2010
www.seiboncarbon.com
PN: UG1213FDGT-C
OEM-style carbon-fiber front upper grille for ‘10–‘14 Ford Mustang Shelby GT500 with location for Cobra emblem. Made from high-quality carbon fiber with an advanced production process that allows exceptional carbon/resin ratio, creating high product stiffness that leads to extra strength. Upper grille is finished with a glossy clear coat.

Skits by Relief Pod
Geek Case
949-474-7637
www.reliefpod.com
PN: RP141-635A-065
The ultra-protective Skits Geek Case keeps electronics cords and accessories safe from water, dirt and spills while also keeping them organized and portable.

Mothers Polishes-Waxes-Cleaners
California Gold All-Chrome
714-891-3364
www.mothers.com
PN: 5222
Mothers California Gold All-Chrome is packaged in an ergonomic 12-oz. bottle with a sustainable high-output compact trigger sprayer, allowing cleaning and polishing of chrome to be quick and easy.
Mothers Polishes-Waxes-Cleaners
Re|vision Glass + Surface Cleaner
714-891-3364
www.mothers.com
PN: 6624
A transparent alternative to the common spray bottle. Mothers Re|vision Glass + Surface Cleaner highlights its features and benefits in a concise and contemporary design.

Mothers Polishes-Waxes-Cleaners
NuLens Headlight Renewal Kit
714-891-3364
www.mothers.com
PN: 7251
This packaging effectively showcases the product features in an interactive graphic that provides a tactile as well as a visual experience.

Specialty Auto Parts USA/Proform
Chevy Bowtie Breather Cap
586-774-2500
www.proformparts.com
PN: 141-614
Universal push-in Bowtie filtered air breather cap. Fits 1.22-in. holes. Black crinkle.

Specialty Auto Parts USA/Proform
Radiator Cap With Bowtie Billet-Aluminum Cover
586-774-2500
www.proformparts.com
PN: 141-821
Radiator caps are popular dress-up items, and what better than two things consumers really want: a Bowtie and black-anodized billet aluminum. The actual radiator cap itself is a Stant 13-psi cap.

Specialty Auto Parts USA/Proform
Black Slant-Edge Raised Chevy S/B Center-Bolt Valve Cover, Tall
586-774-2500
www.proformparts.com
PN: 141-840
Slant-edge, die-cast aluminum Chevy small-block center-bolt valve cover. Black crinkle, raised emblem, ‘87 and up. Pre LS.

CarCapsule
The ShowCase
219-945-9493
www.carcapsule.com
PN: CCSH18
Introducing another exceptional product from the award-winning CarCapsule company. The indoor ShowCase is the first touchless car cover on the market, with patented self-supporting air chambers and a continuously filtered airflow system that completely protects the vehicle from dings, dirt, dust, corrosion, mildew, musty odors and rust.

Wipe New
Wipe New Headlight Restore
757-463-6653
www.getwipenew.com
PN: HDLRTLKIT
Incomparable formula produces crystal-clear headlights in seconds. Pre-saturated single-use microfiber Wipe-It reduces waste. Guaranteed to pass inspection for the life of vehicle.

Gibson Performance Exhaust
Universal Black Elite Stainless Exhaust Tip
800-528-3044
www.gibsonperformance.com
PN: 500640-B
The black exhaust tip by Gibson Performance takes an exhaust system to the next level with style and attitude. Elite series features a matte-black ceramic finish, built-in clampless connection for easy bolt-on installation and embossed Gibson logo, exemplifying superior quality in American craftsmanship.

Dvelup Restoration Products
Headlight Restoration Pro Essentials Kit
352-419-8909
www.dvelup.com
PN: 100420
Heavy-duty clamshell holds all items needed for restoring 60 headlight lenses. Designed to stand on shelf or hang from peg. Labeling provides all the benefits that raise the Dvelup kit above the others. Includes simplified steps, product highlights, contents, phone number for free technical help and QR code for online instructional video.
Weiss Auto Care Inc.
Charme Leather-Care Kit
714-430-1446
www.weissautocare.com
PN: 123
Charme is produced by Ma-Fra Italy for the allure of cars with leather interiors. The advanced leather care contains a cleaner, rejuvenator and protection in one kit. The individual packaging echoes back to personal cosmetics. It is not merely a care product for the car but an authentic beauty product.

Lethal Threat Designs
Zombie and Skulls
Mechanic Gloves
914-830-4307
www.lethalthreat.com
Mechanic, riding, driving glove with attitude. Sublimation printed spandex material. PVC logo strap. Adjustable velcro strap. Sizes from XS through XL. Zombie hand, bone hand, bone hand with red rose, pink bone hand with rose. Reinforced palm. Sensitive sensor on the handle so user can grip the handle tightly.

Wipe New
Wipe New Tires
757-463-6653
www.getwipenew.com
PN: TRTLKIT
Said to be the world’s longest-lasting tire dressing—one application lasts six months or more than 100 car washes. Cures dry, won’t sling and doesn’t attract dust.

3dCarbon-Air Design
‘15 Ford F-150 Fender Flares
949-650-1999
www.3dcarbon.com
PN: 692110
Super Bolt series ’15 Ford F-150 fender flares. Manufactured in ABS plastic with black matte finish. No painting required or can be painted in body color.

Menzema USA
Fast Gloss 400
845-352-5850
www.menzemausa.com
PN: FG400Q
One-step, high-performance polishing compound eliminates 1,200-grit sanding marks and clear-coat scratches. Fast Gloss saves time, cost and works on all paint systems.
Daystar Products
‘07–’16 Jeep JK Wrangler Side Hood Vent Kit
800-595-7659
www.daystarproducts.com
PN: KJ71048BK
Fully functional side hood vent kit, pair. Easy to install. Comes complete with detailed instructions, template and video. Reduces underhood temperature by 14%. Retains factory underhood blanket. Comes complete with stainless-steel hardware and polyurethane underhood seal. ABS plastic construction is fully paintable. Made in the U.S.A.

RedlineGoods (Redline Automotive Accessories Corp.)
Custom Steering-Wheel Cover With Thumb Grips and Padding
888-827-0026
www.redlinegoods.com
Custom steering-wheel cover with extra 3mm padding for softer feel and thumb grips for sportier grip so much sought after by drivers. Designed for DIY installation by a customer. Available in more than 30 colors of genuine Italian leather and genuine Alcantara with an almost unlimited number of extra decoration options (i.e., 12 o’clock mark stripes, etc.).

Mothers Polishes-Waxes-Cleaners
California Gold Synthetic Paste Wax
714-891-3364
www.mothers.com
PN: 5511
Mothers California Gold Synthetic Paste Wax is packaged in a unique billboard sleeve to highlight both the quality and features of the paste wax though a more contemporary design.

Mothers Polishes-Waxes-Cleaners
Back-to-Black Trim & Plastic Restorer
714-891-3364
www.mothers.com
PN: 6112
Mothers Back-to-Black Trim & Plastic Restorer is packaged in an ergonomic and proprietary 12-oz. bottle to showcase and bring more value to the category leader in trim restoration.

Eagle One Appear- ance Products
Next-Level Surface- Prep Mitt
800-832-6825
www.eagleone.com
PN: 850790
Eagle One surface-prep mitt helps restore lust- er to surface. Said to be the ideal complement to wax. Advanced polymer technology removes embedded surface contaminants from paint, chrome and plastic with ease. Takes less than 10 minutes. Washable and reusable.

Mothers Polishes-Waxes-Cleaners
Back-to-Black Heavy-Duty Trim Cleaner
714-891-3364
www.mothers.com
PN: 6141
Mothers Back-to-Black Heavy-Duty Trim Cleaner is packaged in a high-density billboard box to highlight both the quality and features of the trim-cleaning kit, highlighting a visual before-and-after graphic.

Mothers Polishes-Waxes-Cleaners
Leather Conditioner
714-891-3364
www.mothers.com
PN: 6312
Mothers Leather Conditioner is packaged in an ergonomic and proprietary 12-oz. bottle with an easy-to-use snap-top cap for clean and effortless dispensing.

Mothers Polishes-Waxes-Cleaners
California Gold Synthetic Paste Wax
714-891-3364
www.mothers.com
PN: 5511
Mothers California Gold Synthetic Paste Wax is packaged in a unique billboard sleeve to highlight both the quality and features of the paste wax though a more contemporary design.

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Back-to-Black Trim & Plastic Restorer
714-891-3364
www.mothers.com
PN: 6112
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Back-to-Black Heavy-Duty Trim Cleaner
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www.mothers.com
PN: 6141
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Mothers Polishes-Waxes-Cleaners
Leather Conditioner
714-891-3364
www.mothers.com
PN: 6312
Mothers Leather Conditioner is packaged in an ergonomic and proprietary 12-oz. bottle with an easy-to-use snap-top cap for clean and effortless dispensing.
Royal Automotive Accessories
Hose Slide
631-940-1672
www.hoseslide.com
PN: HoseSlide1
The Hose Slide is a revolutionary patented product designed to make detailing automobiles easier and more efficient than ever. The Hose Slide prevents water hoses and electrical cords from being trapped under a tire while the user is working around the vehicle. No more having to stop and remove a caught hose or cord.

Luke Enterprise Co. Ltd.
Auto Transmission Fluid G-7
+886-2-2595-746
service@luke-oil.biz
PN: LUKE G-7
Luke ATF G-7 for ZF, Mercedes Benz, Aisin, GM and Ford four- to seven-speed transmissions

CatchMonkey by CatchDrop LLC.
CatchMonkey
210-287-9155
www.catchmonkey.com
PN: CMD-001
CatchMonkey is the highest-quality, 100% made in the U.S.A. automobile seat catch retrieval and side storage organizer. Guaranteed to fit.

Darkside Scientific—LumiLor Labs
LumiLor Electroluminescent Coating System
Dashboard—Jaguar
330-952-1522
www.lumilor.com
LumiLor is a spray-on electroluminescent coating system that is applied using normal HVLP spray techniques. When a current is applied to it, LumiLor emits light, allowing this Jaguar dash panel to emit light without changing the design of it in any substantial way.

Darkside Scientific—LumiLor Labs
LumiLor Electroluminescent Coating System Gas Tank
330-952-1522
www.lumilor.com
LumiLor is a spray-on electroluminescent coating system that is applied using normal HVLP spray techniques. When a current is applied to LumiLor, it emits light, turning this Harley Davidson Sportster gas tank into a lamp without changing the design of it in any substantial way.

Collectable Radials
- Bias Ply Profile and Sizing
- Modern Radial Construction
- BIAS-LOOK RADIALS
- NOW AVAILABLE IN BLACKWALL

Available Sizes:
- 6.50R13
- 5.60R15
- 7.60R15
- 7.50R14
- 6.70R15
- 8.00R15
- 8.00R14
- 7.10R15
- 8.20R15

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Lethal Threat Designs
Shift Knobs With Stand
914-207-0343
www.lethalthreat.com
Solid polyresin shift knob. Universal fit to most shifter shafts. Individually hand painted. Highly detailed sculpture. Peel-and-stick base included for optional use as car or home ornament instead of shift knob.

The Seat Shop
'03–'14 Chevy Express/GMC Savana Factory-Match Replacement Seat Cover
214-710-2565
www.theseatshop.com
PN: CC-14-WV-CLOTH-D
Designed to keep a fleet moving and drivers happy, this factory-match replacement seat cover allows users to replace just the driver bottom cover. Installs in about 20 minutes, keeping the fleet moving with little or no downtime. Combined with a new foam cushion, this seat cover is a perfect solution for any van or HD truck in a fleet.

Nano technologies being incorporated into chemical formulations for the highest performing detailers and spray wax provides extreme durability and surface protection with minimal effort for the consumer. With restrictive water use because of drought and the push for a greener planet, we see more sales for spray detailers and spray wax such as Wizards Mist-N-Shine and Mystic Spray Wax.

There is an emphasis on color sanding more with finer abrasive methods and buffing less for custom paint finishing. The new high solid clears do not respond nicely to traditional rubbing compounds. We’ve seen advancement in nano abrasive powders used in buffing and polishing compounds, such as in our Mystic Cut “Smart Abrasive Technology” Compound.

The increasing quality and versatility of vehicle wraps offer endless opportunities for creativity, but stay away from car-wash brushes, high-pressure washers and regular waxes or polishes with petroleum distillates. We recommend hand washing and/or Mystic Spray Wax for reduced surface tension and super gloss. If the wrap is a flat finish, our Wipe Down Matte Finish Detailer will not soften the material or add shiny spots.

At Wizards, we’re constantly looking to expand and create something even better.

—John Schlumpberger
Founder/Lead Chemist
Wizards Products

The Seat Shop
'04–'07 Ford F-150 Driver Bottom Foam Cushion
214-710-2565
www.theseatshop.com
PN: C-F150-FOAM-P7-D
Durofoam replacement foam cushions are designed to breathe life into an aging truck or SUV. Not only will the seat look like it rolled off the showroom floor, but it also will feel like the user is driving a brand-new truck. Replacing a foam cushion will also dramatically increase the life of a new leather seat cover. Durofoam—making leather last longer.

Sports Licensing Solutions
Utility Mat
800-525-5923
www.fanmats.com
High-quality and durable rubber construction with favorite team logo permanently molded in the center. Non-skid backing ensures a rugged and safe product. Due to their versatile design, utility mats can be used as automotive rear floor mats for cars, trucks and SUVs, door mats or workbench mats.

The Seat Shop
'03–'14 Chevy Express Van Driver Bottom Foam Cushion
214-710-2565
www.theseatshop.com
PN: CC-WV-14-FOAM-D
Durofoam replacement foam cushions are designed to breathe life into an aging truck or SUV. Not only will the seat look like it rolled off the showroom floor, but it also will feel like the user is driving a brand-new truck. Replacing a foam cushion will also dramatically increase the life of a new leather seat cover. Durofoam—making leather last longer.

Razer Auto Inc.
A '14–'15 Chevy Silverado 1500 Full Replacement All-Black ABS Mesh Grille Shell
909-923-8809
www.razerauto.com
PN: RZMPBG-8502
Full replacement all-black ABS mesh grille shell.