Bringing exceptional cars from past years back to their full potential is a revered automotive practice that extends deeply into the specialty-equipment market. Restoration trends and methods are in a constant state of evolution and progression—something that was well evidenced in the restoration category’s new products at the 2016 SEMA Show. In total, the category encompassed more than 25,000 sq. ft. of exhibitor booth space, demonstrating a strong presence from the restoration marketplace. The following pages contain the full list of restoration products from the 2016 New Products Showcase, as well as expert commentary from restoration professionals.

There has been an increase in optimism in companies with confidence in the economy, which is very positive for our industry. I believe the market is looking forward to a strong 2017, which our company has seen the results of in the first quarter. In the future, I see growing e-commerce sites and drop shipping. Smaller companies and restoration shops are now adding online stores to their websites. Automotive Internet retailers are taking advantage of drop shipping their products right from the manufacturer, saving them from inventory stocking expenses.

—Barb Beyers
Account Manager
Fairchild Automotive

Old Air Products
Hurricane A/C, Heat and Defrost System for ‘73–’87 Chevrolet and GMC Trucks
817-531-2665
www.oldairproducts.com
PN: N/A
The Hurricane A/C and heater system for ‘73–’87 Chevrolet and GMC trucks mounts neatly to the firewall with custom mounting/block-off plates. Includes new electronic slide control that fits in the factory opening; dash louvers or adapters; custom condenser/drier assembly with drier; compressor, bracket, A/C hose kit and pressure safety switch.
In our experience, the “Restoration” market is still going strong, however there has been a poignant market shift to the more tech and modern side of things. We have found that the diehard customer that “has to have it original” in many cases is diminishing. With the increasing availability of products intended to increase drivability and fuel economy, such as overdrive transmissions and fuel injection, many of these customers lean in this direction. We have, in many cases finished restoring a customer’s vehicles and ultimately the customer has come back for upgrades intended to modernize the car. Items such as the aforementioned overdrive transmissions, or fuel injection and upgraded safety belts, tinted glass, air conditioning kits, stereos, power everything and bigger brake upgrades, are all things they tend to come back for. It just behaves and drives like an old car and they would like it more fun, modern and safe.

—Jordan Henke
Owner
JH Restorations
RESTORATION MARKETPLACE NEW PRODUCTS

Eastwood Co.
Manual Perfect Panel Prep Tool
800-343-9353
www.eastwood.com
PN: 21130
Handheld tool developed to create an exact 0.062-in. length by 45-degree offset needed for full penetration welding in 22- to 18-gauge materials, assuring structurally sound and invisible welds. Users are assured of full material thickness after the repair and elimination of cracking and paint-related issues.

Cold-Case Radiators
Aluminum Radiator
844-732-5265
www.coldcaseradiators.com
PN: RFE11AL
Cold-Case Radiators feature OEM-style stamped tanks, tri-flow design, two oversize cooling rows and a lifetime warranty.

Legendary Auto Interiors Ltd.
‘69–’71 Nova Standard-Style Interior Door Panels
315-331-1212
www.legendaryautointeriors.com
PN: AA69GN00010
As-original factory door panels for ‘69–’71 Chevrolet Novas with standard interior. Die-electrically heat-sealed with correct Madrid grain. Available in all factory-original colors.

The restoration industry seems to be as healthy as ever. We’ve seen substantial and consistent growth in virtually all of our vehicle product lines this year. As always, OEM reproduction parts are in demand as well as performance and restomod components. The trend toward restomods has steadily increased in popularity over the past few years. Classic vehicles that are tricked-out or customized are bringing more money than authentic restorations recently at auctions such as Barrett Jackson. This is something new and different over what has been seen in the past concerning the value of classic musclecars. Companies like Classic Industries are now catering to the restomod consumer and offering more products to feed this latest trend.

—Jeff Leonard
President
Classic Industries

Eastwood Co.
Pneumatic Perfect Panel Prep Tool
800-343-9353
www.eastwood.com
PN: 21128
Developed to create an exact 0.062-in. length by 45-degree offset needed for full-penetration welding in 22- to 18-gauge materials, assuring structurally sound and invisible welds. Users are assured of full material thickness after the repair and elimination of cracking and paint-related issues.

Retro Manufacturing
Stereophonic Three-Channel Amplifier
702-483-2222
www.retromanufacturing.com
PN: Stereophonic
The RetroSound three-channel car audio amplifier is ideal to power a simple subwoofer/satellite-speaker system. Full range Class D technology allows high-power output from a compact 9.5x5.5x2-in. chassis. Rated power is 60Wx2 plus 150W mono at 4 ohms, or 95Wx2 plus 250W mono at 2 ohms. Other features are variable high-/low-pass filters and bass boost.

Retro Manufacturing
Chevelle Speaker Kick Panel
702-483-2222
www.retromanufacturing.com
PN: KP-C23-6872-A
Custom speaker kick panel for ’68–’72 Chevrolet Chevelles and El Caminos, designed to accommodate models with or without factory air. Each injection-molded panel has a cutout for a 6.5-in. speaker that has been angled to direct the sound upward—not at the feet. Kick panels are available with or without speakers and RetroMat sound-dampening material.

Del City
ProSport Cup-Holder Inverter
800-654-4757
www.delcity.net
PN: 979018
Perfect for converting 12V battery power to 110VAC while on the road, the ProMariner ProSport cup-holder inverter provides instant A/C power for laptops, chargers and more.
With new products coming faster to the marketplace, customers have more choices for their restoration needs. With more choices of quality restoration parts in the market, we have seen an increase in sales. Better parts help build better cars, and that's what we have been seeing—a demand for quality restoration parts. We currently see a mix of bone-stock restoration parts and restomod parts trending in popularity. The regular Joe parts, such as carpet, weatherstripping, exterior trim and interior upholstery, are always fast movers. We have also seen a rise in some of the new kits that are more budget friendly.

—Ben Tucker
CEO
Camaro Central/Firebird Central/Muscle Car Industries/Muscle Car Central
RESTORATION MARKETPLACE NEW PRODUCTS

I think the restoration-product market is the biggest it has ever been. I feel that the biggest recent change is more restoration shops, old and young, using social media. Social media allows anyone to see different builders’ styles, ideas and techniques 24/7. This brings a new perspective to the business, which piques an interest in the work and allows a new generation to bring new ideas for tools, products and styles. The biggest trend I see happening in the future is the restomod becoming more the norm as 30- to 50-year-olds start wanting to build older cars but want them to drive, ride and have all the comforts of their daily drivers.

—Tommy Perkins
Owner
Seams Ridiculous Upholstery

Newark Auto Products
’88–’97 Chevrolet Pickup Replacement Rubber Mat
973-677-9935
www.newark-auto.com
PN: 55-2883
Molded-rubber replacement mats for ’88–’97 Chevrolet/GMC standard-cab pickups. They cover the full floor of the cab with similar-to-original textures. Available in black only. Can be purchased in volume or one at a time.

Precision Replacement Parts
’67–’72 GM Pickup Press-On Door Seals
800-367-8241
www.prp.com
PN: DWP 1112 67
These ’67–’72 GM pickup door weatherstrips press on to the pinch weld of the body instead of using weatherstrip adhesive. They have the correct, molded corner for the top of the A-pillar. They install quicker and cleaner than the original-style glue-on type.

Rare Parts Inc.
Dual Load-Carrying Ball Joints for Jeep TJs
800-621-2005
www.rareparts.com
PN: RP12574
Rare Parts’ dual load-carrying ball joint system is now available for the Jeep TJ platform. The revolutionary design allows the upper ball joints to share the load of the vehicle, reducing wear on the lower ball joints. Features heavy-duty, greaseable, steel-on-steel design. Fits Jeep YJ, XJ, ZJ, TJ and LJ. Manufactured in the U.S.A.

Lloyd Mats
Honda-Licensed, Custom-Fit Logo Floor and Cargo Mats
800-729-6001
www.lloydmats.com
Lloyd Mats introduces licensed Honda floor mats. The beautifully reproduced Honda badges are now available on all Lloyd carpet mats for all Honda vehicle models sold in the U.S. market since 1973. All licensed Honda mats are custom fitted for passenger and cargo areas. View the complete line of custom-fit, Honda-licensed mats at www.lloydmats.com.

Lloyd Mats
Acura-Licensed, Custom-Fit Logo Floor and Cargo Mats
800-729-6001
www.lloydmats.com
Lloyd Mats unveils new custom-fit licensed Acura logo floor mats for all years and models of Acura vehicles. Acura trademark emblems are now available on all Lloyd carpet products for all Acura vehicles and years since the U.S. introduction of the Legend in 1986. View the complete lineup of custom-fit, Acura-licensed mats at www.lloydmats.com.

Eastwood Co.
On-Car Flaring Tool
610-705-5402
www.eastwood.com
PN: 31244
This is a compact and easy-to-use 3⁄16-in. tubing flaring tool that can be used in the tightest of areas to repair a brake line. The handle can also be removed, and the head of the tool can be mounted in a bench vise so that the user can make several flares with ease. This tool is designed to make SAE double flares.

Custom Autosound Manufacturing
Backseat Driver Sound System
714-773-1423
www.casmfg.com
PN: BSD (application)
The new Backseat Driver is now available from Custom Autosound. It will add some bottom-end power to a system with two Custom Autosound 8-in. subwoofers and a Boss 800-watt amp. The panel comes complete with all wires and cables needed for easy installation behind the rear seat. Available for most ’65–’69 Chevys and Mustangs.

Custom Autosound Manufacturing
USA-740 Bluetooth Radio
714-773-1423
www.casmfg.com
PN: USA-740
New from Custom Autosound, the USA-740 is designed to provide the latest in audio technology wrapped in a classic car stereo look. It will fit more than 400 car and truck models without modifications to the dash. The USA-740 is Bluetooth-compatible for music streaming and hands-free phone use.
I would say a summary of the restoration product market is how fast it is currently moving. The sales on restoration parts are at an all-time high for us. There are some items—mostly truck-oriented—that we can’t keep on our shelves. The biggest change in the last year or so has been trucks taking over the top spot as customer requests for items. We sell more truck parts than anything. They are driving the market right now. For us, the biggest product category is sheetmetal body panels.

—Tray Smith
Vice President
H&H Classic Parts