The Restyling & Car Care section of the automotive aftermarket is constantly evolving and improving with new tools, procedures and compounds. This ever-changing segment has expanded its footprint at the SEMA Show, with more than 100,000 sq. ft. of Restyling & Car Care booth space in place for the 2018 Show thus far. The following pages summarize the Restyling & Car Care category from the 2017 New Products Showcase and include commentaries on the state of the market from industry experts.

Adams Polishes
Professional Line
866-965-0400
www.adamspolishes.com
Designed with the professional in mind, the new Adam's Polishes pro line caters its best-selling products in its most efficient delivery systems. Larger quantities keep users from reaching to refill constantly, and heavy-duty triggers/dispensers allow the product to be applied and utilized with ease and accuracy.

Adams Polishes
21mm Swirl Killer
866-965-0400
www.adamspolishes.com
Adam’s new Swirl Killer 21mm long-throw orbital polisher was designed with its customers in mind. This product has less vibration, reduced long-term fatigue, and provides a polishing footprint that is sure to cut down the user’s time investment. The machine features a soft start for a smooth and safe start, in addition to a 25-ft. soft cord.

Adams Polishes
Ceramic Boost
866-965-0400
www.adamspolishes.com
Adam’s Ceramic Boost is a cutting-edge new product that complements Adam’s Paint Coating, adding an even slicker surface, more gloss, and prolonging the life of ceramic coatings. Ceramic Boost can also be used by itself, offering several months of protection and shine in a quick and easy-to-use spray-on and buff-off sealant.

Adams Polishes
One-Step Polish
866-965-0400
www.adamspolishes.com
The main event in detailing always has been achieving the perfect, swirl-free paint finish, but the time for a complete three-step polish isn’t always handy. With Adam’s One-Step Polish, the company has reduced the time used to get the life back into paint. Diminishing micro abrasives provide powerful swirl-removing action that cuts and finishes cleanly.
Adam's H2O Guard & Gloss delivers lasting protection and unmatched gloss in a unique, water-activated formula that is fast and easy to apply. The incredibly effective blend of acrylic resins and water-activated nano-polymers leaves paint slick and protected without the extra effort and hassle of traditionally applied sealants or waxes.

After 13 years as the company's number-one-selling product, Adam's Detail Spray has been reformulated. This latest version is easier to use and offers incredible shine. Each wipe-down helps extend the life of the wax or sealant coating, meaning that painted finishes stay protected for longer—up to an additional two months of longevity.

The Aero Concours Mat is an Aero-embroidered polypropylene carpet that is laminated to a 1-in. polyethylene closed-cell foam backing. This firm cushion maintains a protective barrier and is resistant to stains and chemicals. The mat is 24x15 in., folds in half for easy storage and comes with a convenient travel bag.

Aero Revolution’s high-impact, full-color packaging takes buffing pad sales to the next level. The fully descriptive inserts work as a guide, allowing a business’ staff to multi-task while its customers make the perfect selection.

The American Authority, MP Concepts ZL1-style front fascia is a direct bumper replacement fitting all sixth-generation Camaro models other than the ZL1. No modifications necessary, and no need to purchase new fenders or hood. Simply remove OEM bumper and install.

AddOnAuto Accessory Studio
937-485-2000
www.reyrey.com/accessories
Provides an interactive accessory shopping experience that allows customers to select accessory items from an electronic catalog and see them animate right on their specific vehicles. AddOnAuto is available for car dealerships, and the AddOnAuto Accessory Studio is available for restyler shops.

The carbon-fiber rear deck spoiler for the ’18 Mustang is part of a 12-piece restyling kit. Air Design USA exports.

The American Authority, MP Concepts ZL1-style front fascia is a direct bumper replacement fitting all sixth-generation Camaro models other than the ZL1. No modifications necessary, and no need to purchase new fenders or hood. Simply remove OEM bumper and install.
As people are spending more money on their vehicles, they are willing to invest in protection products, including paint-protection film, to take care of their vehicles. Vehicle enthusiasts still lead the market in wanting paint-protection film on their high-end luxury vehicles. Full vehicle wraps are increasing as people continue to learn about the value of paint-protection film. Matte-finish paint-protection film has also been increasing in popularity. Ceramic coatings on top of PPF as an additional layer of paint protection is also a service that has increased awareness and interest from the vehicle enthusiast market segment.

—Katie Johnson  
Global Marketing Manager  
3M Automotive & Aerospace Solutions Division

AutoRight  
SteamMachine  
800-264-5442  
www.auto-right.com  
PN: C900054.M  
The AutoRight steam cleaner is a chemical-free way to use water to steam-clean dirt, grime and grease from vehicle upholstery, leather, carpets, wheels, windows and dashboards. The AutoRight steam cleaner uses pressurized, high-temperature steam to loosen and dissolve dirt, grease and grime. It is portable and compact for easy maneuvering.

Avery Dennison  
Supreme Wrapping Film  
Metallic Series  
800-282-8379  
www.graphics.averydennison.com  
PN: SW900  
Creative. Confident. Resilient. That’s the spirit of true grit and the inspiration behind four commanding new colors full of character and made of pure energy, with a golden metallic effect. Supreme Wrapping Films combine style with performance, versatility and Easy Apply RS technology for a stunning visual transformation of any vehicle.

Biocide Systems  
Auto Shocker CLO2 Odor Eliminator  
877-792-4624  
www.biocidesystems.com  
PN: 3213-6  
Got stink? Auto Shocker is the original and the number-one choice for chlorine dioxide odor elimination. It is designed for severe odors such as cigarette smoke that require maximum-strength solutions. Auto Shocker is nontoxic, 100% biodegradable, and does not leave any carbon footprint. Proudly made in the U.S.A.
Biocide Systems
Auto Shocker CLO2 Odor Eliminator
877-792-4624
www.biocidesystems.com
PN: 3244
Got stink? RV Shocker is the original and the number-one choice for chlorine dioxide odor elimination. It is designed for severe odors such as cigarette smoke that require maximum-strength solutions. RV Shocker is nontoxic, 100% biodegradable, and does not leave any carbon footprint. Proudly made in the U.S.A.

Bishop Innovations
Hozeez
781-264-5698
www.bishopinnovations.com
Hozeez is said to be the best engineered and most durable car-wash hose guide on the market. Patented and trademarked, Hozeez sets the standard in the category. Use Hozeez to keep car-wash hoses, air lines and extension cords from getting caught under tires. Simplify the job and protect lower body panels at the same time. MSRP is $19.95/pair.

Braun Automotive
Power Woolie 12X
800-645-4111
www.brush.com
PN: PW12X
The upgraded Power Woolie PW12X comes with new, improved fiber and a hex shank that fits power drills. Use with cleaners for general power cleaning or with polish or compound for buffing or polishing. Super-durable brush will not tear or fray on sharp or burred surfaces, edges or corners. The control-grip handle provides complete control.

The Car Cloak
The Car Cloak
310-977-4875
www.car-cloak.com
The Car Cloak. The smart-car cover. From start to finish in 30 sec. Speed and ease with the push of a button. The hassle-free cover. Making difficult easy. Cell phone operated by an app. Has an alarm. Can be used in rain and 0-degree weather. The Car Cloak says this is the Bentley of car covers. The Car Cloak delivers ease through innovation.

Carlex Glass
VistaClear Pro
877-377-4527
www.vistaclearpro.com
VistaClear Pro is a long-lasting glass treatment with Teflon-brand protection. One application lasts up to 12 months, repelling rain, snow, ice, insects, dirt, road oils and road grime. It reduces wiper smearing and protects against water marks. Glass is cleaner longer, and visibility is improved under wet driving conditions.

Ceramic Pro
PPF & Vinyl
800-280-6856
www.ceramicpro.com
Ceramic Pro PPF & Vinyl is said to be the first ever nano-ceramic coating specifically formulated for vinyl and PPF installations. UV inhibitor, stain resistant, doesn’t alter self-healing effect or matte finish. Makes films easier to maintain. High margins. Easy application.

Chemical Guys
Cyclone DirtTrap Car Wash Bucket Insert
310-674-8135
www.chemicalguys.com
PN: DIRTTRAP
Stop washing cars the wrong way. The Dirt Trap wash screen fits at the bottom of any car-wash bucket to filter abrasive dirt and debris for a scratch-free wash. Utilizing cyclone dirt trap technology, it features nearly 300 cyclone funnels to separate abrasive dirt and debris from car-wash water, providing an ultimate scratch-free car wash.

Chemical Guys
Ball Buster Speed-Polishing Drill Attachment
310-674-8135
www.chemicalguys.com
PN: ACC400
Slap the Ball Buster onto any power drill, then blast away dirt, tarnish, brake dust and grease with just a squeeze of the trigger. The long cone shape easily slips deep into wheel spokes, barrels, lug-nut holes and hubs for deep cleaning with minimal effort. Cleans tight spaces and hard-to-reach parts with ease.
I feel that the car care/restyling market is in a state of transition. While traditional wheels, engine modifications and exhaust systems are still popular, other areas are expanding. This is largely due to two things, in my opinion. First is that the consumer base is transitioning from Baby Boomers to the younger generations who seek different modifications. Second is the fact that technology is advancing the things that were just dreams less than 10 years ago and are now available to the general consumer. I believe that personalization of both the exterior and interior of cars will continue to be popular. Additionally, the younger generations want things faster (think immediate gratification). Gone are the days of waiting for a custom paint job or pinstriping. Here are the days when you can have different graphics for every season, if you want.

—Michael Starzman
Director of Global Field Quality
WD-40 Co.
Dash Designs Inc.
Dorchester Velour by Seat Designs
480-967-7829
www.dashdesigns.com
PN: Dorchester Velour

Dorchester Velour is the company’s newest seat design fabric selection. It feels as beautiful and elegant as its name. With the look of durable quilted velour and the finish of a 100% polyester blend, Dorchester Velour has been crafted to replicate automotive-grade standards. Feel the difference that real quality and workmanship can provide.

DecoForm
DecoForm is a state-of-the-art, three-dimensional emblem option that provides a quality look that sets it apart from the competition. The custom emblems are as unique as the user’s company. Whether for a mirrored chrome look, matte black, bright metallic colors or a carbon-fiber look, Dec-O-Art can take a logo to a whole new level.

The Detail Mate Pro
905-903-2236
www.thedetailmate.com
PN: DM-PRO

The Detail Mate Pro is an excellent multi-functional auto-detailing cleaning tool that can be used to quickly and easily clean both tight spaces and larger areas. The lightweight and long-neck design makes it perfect to reach areas that normally would be hard to easily get to and get clean. Cut labor time in half and save huge on chemical usage.

You order a radio for a ’66 Mustang, that's what it will fit. No cutting or modifications to the dash or the radio. Ready to install!

• Custom Autosound is the original manufacturer of modern radios for classic cars, trucks and street rods.
• Serving the classic car industry for over 40 years.
• Complete audio systems including radios, speakers, amps, and specialty audio equipment.
• The only company offering over 400 applications by year and model ready to install. No dash modification required.
• We never sell retail, we are your partner, not your competitor.
• We drop ship to your customer at no additional charge.

“Custom Autosound supports you by advertising in over thirty-five publications plus radio and television spot ads.”

NO RETAIL SALES. To be a dealer, contact: customautosoundmfg.com or call 800-888-8637

REVOLUTIONARY
American Classic
BIAS-LOOK RADIALS
• Bias Ply Profile and Sizing
• Modern Radial Construction

BEST NEW PRODUCT
NOW AVAILABLE IN BLACKWALL

AVAILABLE SIZES:
- 6.50R13
- 5.60R15
- 7.00R14
- 6.00R15
- 8.00R14
- 7.10R15
- 6.70R14
- 8.20R15

SPEAK TO A TIRE & WHEEL EXPERT TOLL FREE 866-922-0357
www.cokertire.com

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Ford and GM
ARMO

www.semanews.com 55
The car-care industry is currently experiencing the greatest explosion in technology that we've ever seen. Everything from dual-action tool technology to compounds, pads and paint protection is evolving at a very hectic pace. Technology will continue to move product development forward at a rapid pace. That rapid development gets consumers thinking more “what if” regarding future products. That, in turn, drives product developers to respond to those “what if” questions, and the cycle repeats. With current technology, that cycle can repeat rather quickly, making for very exciting times in the industry.

—Mike Stoops
Senior Global Product & Training Specialist
Meguiar’s

EAA Corp.
Car Abdo
321-639-4842
eaacorp.com
Car Abdo is an innovative concealed-carry firearm safe for the car. It utilizes cellular networks, Bluetooth and WiFi to allow the user immediate access to the firearm when needed. The unit automatically locks, preventing theft, when the validated user is not present, and it is unlocked whenever he or she is within the user-set distance of the safe.

ECP Inc.
TEC580 Technician’s Choice XPC3 Ceramic Coating
800-323-3521
www.ecpinc.net
PN: TEC580
TEC580 XPC3 ceramic coating is the purest form of surface protection that can be applied to a vehicle, forming a chemical bond to the surface, becoming hydrophobic, chemical and wear resistant. Provides years of protection. The ceramic coating acts like an additional layer of clear enhancing gloss and color. Reduces the adhesion of dirt, grime and bugs.

ECP Inc.
TEC583 Technician’s Choice XPC3 Ceramic Wheel Protectant
800-323-3521
www.ecpinc.net
PN: TEC583
TEC583 XPC3 ceramic wheel protectant is said to be the easiest way to get ceramic protection on OEM and aftermarket wheels. Once sprayed onto the wheel, the product instantly bonds with the surface, giving maximum protection and gloss. The treated surface will resist road dirt, grime and brake dust and make future cleanings easier. Will last up to three months.

ECP Inc.
TEC582 Technician’s Choice XPC3 Ceramic Detail Spray
800-323-3521
www.ecpinc.net
PN: TEC582
TEC582 XPC3 ceramic detail spray delivers exceptional gloss slickness to treated surfaces, along with unparalleled surface protection. Effective on both wet and dry vehicles with just a few sprays per panel. This versatile product works on all exterior surfaces, including glass, plastic trim, chrome, moldings and wheels.

ECP Inc.
TEC581 Technician’s Choice XPC3 Ceramic One-Step Polish
800-323-3521
www.ecpinc.net
PN: TEC581
TEC581 XPC3 ceramic one-step polish is said to be the first polish to contain ceramic surface material. Contains fine-milled polishing agents to give a consistent cut while ceramic material is deposited into the pores of the clearcoat. Perfect for light cutting of new and used vehicles. The material deposited acts as a base for additional ceramic applications.

Extreme Dimensions
‘16–’18 Chevrolet Camaro Carbon Creations DriTech Grid Front Bumper Air Duct Extensions Add Ons
714-278-8000
www.extremedimensions.com
PN: 113179
The new Carbon Creations DriTech bumper air ducts for the sixth-generation Chevy Camaro SS are available now. Enhancing body lines with a more aggressive and menacing look, the ducts are fully functional for street/track needs. DriTech provides maximum weight reduction and superior strength.

EZ Lip LLC
EZ Lip Colors (Blue)
425-753-6814
www.ezlip.com
PN: EZB85
EZ Lip says that EZ Lip Colors are the world’s first pre-colored universal lips. Now users can add some extra style to their cars with several colors to choose from. Patented InvisEdge offers professional style and seamless appearance. Quality 3M automotive tape easily endures all climates, car washes and high speeds.
FH Group
Victorian-Style Luxurious Universal Leather Seat Covers
800-928-5518
www.fhgroupauto.com
PN: PU204102BEIGE
Two front universal bucket seat covers. Instantly upgrade a car by providing a luxurious look and feel. Non-slip interior with silicone backing conveniently locks the cover in place. Elastic sides designed to provide a flexible, snug fit. Diamond-shaped center design offers extra comfort and a luxurious look.

Fun Lines
M2 Machines 1:24th Scale '59 Mooneyes VW Microbus Deluxe USA Model
949-661-3687
PN: 40300-MOON01B
M2 Machines highly detailed 1:24th scale '59 VW Microbus deluxe USA model with Mr. Dean Moon Mooneyes graphics. Painted silver metallic on the bottom, gloss black in the middle and bright yellow on top, this Microbus captures the Mooneyes lifestyle and culture. Doors, back window and engine compartment open; 23 windows; produced with more than 100 parts.

Galio
Jeep Door Sill Guard
+304092610
www.jsg.asia
Use it over the foot pad to enhance its look.

Galio
Jeep Door Visor
+304092610
www.jsg.asia
PN: LI214635AA
Door visors are often called wind deflectors, and they serve multiple purposes.

Galio
Jeep Splash Guard
+304092610
www.jsg.asia
PN: KLI214644AA
It enhances the Jeep's looks and gives a clean image.

Galio
Jazz ISP Front+Rear+ Installation Kit
+304092610
www.jsg.asia
PN: 08E12-T5S-700
It enhances the car's looks.

Gliptone Inc.
GT Iron Eater
631-285-7250
www.gliptone.com
PN: GT16932
GT Iron Eater is a fast-acting gel formula that clings to surfaces to provide added dwell time and exceptional cleaning action. GT Iron Eater is pH neutral, making it a much safer alternative than traditional acid-based wheel cleaners and surface-contaminant removers. A red color indicator signals iron-removing action. Safe for aluminum and chrome.
In China, the products that are currently trending are ceramic (nano-technology) window film and premium, self-healing paint-protection film. Through continuing promotion and consumer education, more and more luxury car owners are beginning to pay attention to the needs of premium window film and paint-protection film. However, there is a difference between the Chinese and U.S. markets when it comes to the car-care/restyling market. Because vehicles are seen as luxury lifestyle products in China, car owners are more likely to spend money to protect their cars and expand the longevity of their vehicles by investing in aftermarket products. In the United States, the automotive market focuses on the general public, and although there is a luxury automotive market as well, the majority of people may not see the need for expensive window film or a full paint-protection film car wrap.

—Yan Ortiz
Marketing Coordinator
KDX
The Griot’s Garage Foam Metal Polishing Cone’s unique shape allows cleaning of tight, hard-to-reach areas of mesh wheels and vast barrels inside wide wheels in one fell swoop. Use the Foam Metal Polishing Cone with cordless, electric or pneumatic drill motors to remove oxidation and fine scratches for a mirror-like shine.

The Boss 2-in. microfiber pads provide powerful defect removal in ultra-tight spaces such as thin A-pillars, grilles and intricate body panels. At 2 in., they produce more pad rotation, so they remove defects faster and won’t bog down under load. These Boss 2-in. microfiber pads are part of Griot’s Garage Boss 2-in. pad lineup. Packaged in a set of four.

Griot’s Garage Inc.
Scent-Restoring Leather Cleaner
888-345-4466
www.griotsgarage.com
PN: 10971
Scent Restoring Leather Cleaner cleans the surface and the smell of leather or vinyl seats, dashes, door panels and more. Safe for both aniline and pigmented leather. The pH-balanced formula is effective at removing all types of stains and denim transfer while working deep into the grain to eliminate unpleasant odors.

Rinseless Wash & Wax is a highly concentrated formula that quickly washes and protects vehicle surfaces without rinsing. Save up to 60 gal. of water per wash. Using a unique blend of hydrophobic polymers and carnauba wax, it effectively lubricates the surface, guarding paint against scratching while significantly enhancing gloss and protection.

Griot’s Garage Inc.
Rinseless Wash & Wax Kit With Bucket
888-345-4466
www.griotsgarage.com
PN: 11381
Featuring hydrophobic polymers and carnauba waxes, Rinseless Wash & Wax safely and effectively cleans all exterior surfaces while enhancing gloss and protection. Kit includes a 35-oz. bottle of Rinseless Wash & Wax, Ultimate Wash Bucket with casters and lid, a microfiber wash pad, a 35-oz. 15:1 dilution bottle with sprayer, and two PFM terry weave towels.

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Best of Show Wash & Wax
888-345-4466
www.griotsgarage.com
PN: 11396
Griot’s Garage Best of Show Wash & Wax cleans and protects paint in one step. Its thick formula quickly creates lasting suds that safely remove dirt and grime while leaving behind a layer of high-quality carnauba wax protection. Best of Show Wash & Wax is a great way to add color, depth and clarity to paint every time a vehicle is washed. Available in 16 oz. and gallons.

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www.griotsgarage.com
PN: 11396
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Griot’s Garage Inc.
Black Shine High-Gloss Tire Spray
888-345-4466
www.griotsgarage.com
PN: 10957
Black Shine high-gloss tire spray creates a darker, uniform color and adds a durable, glossy shine to tires. It is sprayed directly onto the tire. The longer it sits, the glossier the look. Black Shine high-gloss tire spray will stand up to rain, road grime, car washes, and the sun’s harmful rays, providing long-lasting protection.

Gtechniq
Crystal Serum Ultra
+44-1604-962-553
www.gtechniq.com
Crystal Serum Ultra offers a major leap forward in the performance of ultra-durable paint protection, with matchless levels of gloss, slickness, and resistance to swirls and chemicals. Key to this enhancement is the introduction of a revolutionary 7nm nanoparticle alongside an existing 20nm particle and increasing the ratio of cross linkers, which reinforce the top layer.

Hi-Lustre Car Care Products
Nano Carnauba Spray Wax
323-269-3858
www.hilustre.com
PN: 1111-1
Nano Carnauba Spray Wax uses the finest, top-grade carnauba wax blended with nanotechnology and high-tech hydrophobic polymers to create an exceptional high gloss protective coating. Nano Carnauba Wax particles have phenomenal surface coverage and penetrate deeply and evenly. It is environmentally friendly and contains no solvents nor powder.

Hi-Lustre Car Care Products
Silver Billet
323-269-3858
www.hilustre.com
PN: 1128
Silver Billet is an all-metal polish. It removes scratches, oxidation and dull metal haze in seconds. It restores sparkle and shine to aluminum, brass, chrome, copper, gold, silver, magnesium, pewter and stainless steel. It cleans and restores plastic headlight lens bright appearance. Great for wheels, diamond plate and much more.

The products trending most in 2018 are certainly ceramic coatings. Waxes and sealants are slowly becoming obsolete, and the industry is wanting that “wow” factor when it comes to beading and detergent resistance. I personally like it because the bar is constantly being raised and set to the next level; the consumer gets to reap the benefits while we’re all hard at work. In my opinion, I would say the fight for survival for waxes to compete is with ceramic coatings. In addition, developing products that are much more effective and equally safer for the weekend warrior is a trend. I see ceramic technology eventually taking over the industry and being implemented into almost anything related to car care. I also see waterless wash systems becoming the newest detailing trend—housing options are pressuring less water to be used, so more and more people have little access to a hose. As car-care professionals, we must provide the same premium results for any application, water or no water.

—Kyle Martin
Project Manager
Adam’s Polishes

KDX Optical Film Material (Shanghai) Co. Ltd.
Photochromic Smart Window Film
+86-21-3363-3280
www.kdxbwindowfilm.com

Ikonics Imaging presents the ultimate way to customize a ride and automotive accessories with the blast etching process. Blast stainless steel, ceramic, carbon fiber, glass and more. Everything from exhaust tips to windshields and wheels, the blast etching process delivers custom, high-end results.
KDX Optical Film Material
(Shanghai) Co. Ltd.
100% UV Block Film
+86-21-3363-3280
www.kdxwindowfilm.com
Full waveband UV ray obstructing; 100% blocks UV rays, free from sunlight damage. Ultra-long warranty of eight to 10 years.

The Rag Company
The Smitten Glass Mitt
208-888-6821
www.theragcompany.com
PN: 40808-MITT-GLASS
The Smitten glass mitt is designed to combine two of the most effective premium microfiber materials available for cleaning glass and mirrors. One side has TRC’s twist loop microfiber, and the other side uses the famous Dry Me A River waffle weave. Tying everything together is the ButterSoft microfiber suede as the ultimate border for softness and absorbency.

Morgan Design Group
Textured 3D Emblems
630-887-1700
www.mdgglobal.com
Morgan Design Group is now offering textured 3D emblems for interior and exterior vehicle application. These premium emblems feature unique molding surfaces without compromising quality. Made with validated materials for outdoor use. Designed and manufactured in the U.S.A.

Mothers Polishes-Waxes-Cleaners
Speed Foaming Bug & Tar Remover
714-891-3364
www.mothers.com
PN: 16719
Mothers Speed Foaming Bug & Tar Remover’s exclusive formula quickly neutralizes bugs on contact, while its pro-strength cleaning and stain-fighting properties encapsulate and safely lift away road grime and organic matter. Simply spray on and wipe off for quick cleaning, or use as a pre-wash to penetrate dried-on residue. It’s that simple.

Mothers Polishes-Waxes-Cleaners
PowerCone 360
714-891-3364
www.mothers.com
PN: 5146
Mothers PowerCone 360 is engineered to make quick work of any polishable metal surface, regardless of intricacy or size. It evolved from the original PowerCone, so users are now able to polish even further—360 degrees further to be exact—enabling them to polish not only tight spaces and broad, curved surfaces, but also backside polishing jobs.

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www.theragcompany.com
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Mothers Polishes-Waxes-Cleaners
PowerCone 360
714-891-3364
www.mothers.com
PN: 5146
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Understanding Jeep Wrangler Modifications
Profile of the market for TJ and JK Wrangler upgrades and accessories, detailing how Wranglers are modified, where their owners look for parts and ideas, who Jeep accessorizers are, and how they use their vehicles. Provides information on product usage and consumer behavior to help SEMA-member companies make better business decisions.

REPORT AVAILABLE FOR DOWNLOAD AT:
SEMA.ORG/RESEARCH
REPORT AVAILABLE FOR DOWNLOAD AT:
SEMA.ORG/RESEARCH

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www.mothers.com
PN: 5146
Mothers PowerCone 360 is engineered to make quick work of any polishable metal surface, regardless of intricacy or size. It evolved from the original PowerCone, so users are now able to polish even further—360 degrees further to be exact—enabling them to polish not only tight spaces and broad, curved surfaces, but also backside polishing jobs.
NFS Sport International
Need for Speed Accessories
530-575-5122
www.nfsdesigns.com
PN: Jewelry
Motorsports-themed jewelry and personal accessories that include wrench-ware jewelry designs. NFS Sport International also offers a unique line of automotive racing collectible key chains.

Oil Off
Hand and Surface Cleaner
951-465-5526
www.oiloff.com
PN: 809
Oil Off is a non-hazardous, environmentally friendly hand and surface cleaner. This is a radical water-based mixture of cleaners, conditioners and emollients that clean without the drying or irritation of body parts and is equally effective on surfaces. It is formulated to clean any hydrocarbon- or petroleum-based product. Can be used without water.

Pressure on Demand
Pressure on Demand System
800-818-0222
www.pressureondemand.com
PN: POD 2.0 (SMART)
Pressure on Demand (POD) says that this is the world’s best tool and is specifically designed for the application and removal of all vehicle films, including wrap vinyl, PPF film, window tint, transit and sign vinyls. The POD steamer delivers the right amount of steam and pressure to do everything necessary with vehicle films but is never hot enough to damage the vehicle in any way.

Restyling Ideas Inc.
Autolord Off-Road Grille
for ‘11–’16 F-250s
817-385-4967
www.restylingideas.com
PN: 72-RK-FOF2511-B
Each application has multiple faces to choose from. Optional chrome/black shell to match, with detailed craftsmanship built to a perfect condition that’s affordable. The ultimate goal is to benefit consumers and customers. Style B.

The Rag Company
The Pluffle 20x400-in. Drying Towel
208-888-6821
www.theragcompany.com
PN: 42040-PLUFFLE-DRY
Introducing one of the most unique, high-quality drying/detailing towels ever produced—the Pluffle. It features half-plush/half-waffle construction, silky-soft premium Korean 70/30 blend fibers separated by waffle divots. The Rag Company’s exclusive ButterSoft 70/30 suede border creates an ultra-wicking action unlike any other towel in the marketplace.

Restyling Ideas Inc.
Autolord Off-Road Grille
for ‘11–’16 F-250s
817-385-4967
www.restylingideas.com
PN: 72-RK-FOF2511-A
Each application has multiple faces to choose from. Optional chrome/black shell to match, with detailed craftsmanship built to a perfect condition that’s affordable. The ultimate goal is to benefit consumers and customers. Style A.
Restyling Ideas Inc.
AutoLord Off-Road Grille for ’15–’17 F-150s
817-385-4967
www.restylingideas.com
PN: 72-RK-FOF1515-A
Each application has multiple faces to choose from. Optional chrome/black shell to match, with detailed craftsmanship built to a perfect condition that’s affordable. The ultimate goal is to benefit consumers and customers. Style C.

Restyling Ideas Inc.
AutoLord Off-Road Grille for ’15–’17 F-150s
817-385-4967
www.restylingideas.com
PN: 72-RK-FOF1515-B
Each application has multiple faces to choose from. Optional chrome/black shell to match, with detailed craftsmanship built to a perfect condition that’s affordable. The ultimate goal is to benefit consumers and customers. Style B.

Restyling Ideas Inc.
AutoLord Off-Road Grille for ’09–’12 RAM 1500s
817-385-4967
www.restylingideas.com
PN: 72-RK-DORAM09-A
Each application has multiple faces to choose from. Optional chrome/black shell to match, with detailed craftsmanship built to a perfect condition that’s affordable. The ultimate goal is to benefit consumers and customers. Style A.

Road Comforts
All-Weather Floor Mat
+86-135-90000000
www.roadcomforts.com
Fit perfectly: Laser measured and high-tech floor mat engineering ensures exact fit to the vehicle’s floor. Protection: Deeply molded tread patterns channel dirt, mud and snow away from high foot-traffic areas. Quality: High wear resistance, environmentally friendly, TPE rubber compound. Value affordable: For cars, trucks and SUVs.
Roadwire AmbientAir RV, Trailer, Car Hauler Solar-Powered Cooling and Ventilation System
810-533-0614
signatureautomotiveproducts.us
PN: AA103017
Said to be the world’s first solar-powered RV, cargo trail and car hauler ventilation and cooling system. Designed to operate on solar energy or coach standard power. Summertime temperatures can easily reach 130°F. The ambient system has proven to decrease inside temperatures by more than 50°. The system also ventilates gas and other chemical fumes.

Roadwire Rollcage Covers
877-ROADWIRE
www.roadwire.com
PN: RWRCAGE
Jeep JK Unlimited four-door rollcage covers are available in vinyl or leather, are offered in all colors in Roadwire’s extensive color palette to match or contrast with the vehicle interior or exterior, and are available with a unique stitch-line for customizing and matching Roadwire interiors.

Rust-Oleum Corp.
LumiLor
330-952-1522
www.lumilor.com
PN: 11-0090
LumiLor electroluminescent paint is a patented system that allows artists and manufacturers to design with light in ways previously impossible. LumiLor produces light that is visible at long distances and shines through many types of topcoats such as candies, pearls and hydrographics as well as through conditions such as fog, snow and smoke.

Safety Belt Comfort
Safety Belt Comfort
703-313-0791
www.safetybeltcomfort.com
Wearing seatbelts comfortably encourages wearing seatbelts properly. Movement of the car does move the shoulder belt. It starts rubbing the neck and chest areas. As it rubs, the passenger tugs. Safety Belt Comfort stops this distracting movement. No more rubs and tugs. Safety tested and passed FMVSS 210.

Scheel-Mann
USA
Traveler F
503-290-9917
www.scheel-mann.com
PN: Traveler F
The Scheel-Mann Traveler F orthopedic aftermarket automotive seat backrest has large side bolsters to give users the support needed in the corners without being so big that they cause fatigue on a bumpy road. The back cushion is perfectly shaped to cradle and support the spine for all-day comfort. Shown in black leather.

SeaSucker
Talon Bicycle Rack
941-900-1850
www.seasucker.com
PN: BT1004
The Talon is a fork-mount-style rack, with four powerful (210-lb. pull rated) vacuum cups holding it onto the car’s roof, trunk or back glass. Small and light enough to fit into a bike bag or carry-on luggage for adventurous types who travel with bikes. One of the easiest racks in the world to install, and removes in just seconds.

The Seat Shop
C-Sprint-16-Foam
214-710-2565
www.theseatshop.com
PN: C-SPRINT-16-FOAM
Introducing the Durofoam ’07–’16 Dodge, Mercedes and Freightliner Sprinter Van foam cushion. Driver and passenger side. This is not the factory foam. The Seat Shop changes all the characteristics of the foam to last longer and feel better, keeping users comfortable on their long trips or daily commutes.
The Seat Shop
C-DR-14-Foam-AC-D
214-710-2565
www.theseatshop.com
PN: C-DR-14-FOAM-AC-D
Introducing the new ’09–’14 Dodge Ram driver bottom foam, available with AC and non AC seats. This is not the factory foam. The Seat Shop changes all the characteristics of the foam to last longer and feel better, keeping users comfortable on their long trips or daily commutes.

The Seat Shop
C-F250-07-KR-D
214-710-2565
www.theseatshop.com
PN: C-F250-KR2-07-D
An ’02–’07 Ford F-250 driver bottom assembly item. King Ranch all leather. This is the original King Ranch material that came in the truck new.

Signature Products Group
Kryptek Automotive Products
801-433-5500
www.spgcompany.com
PN: C000119390199
The Patriot Warrior low-back seat cover from Kryptek is brand new to the market. Featured with matching steering wheel cover.

Signature Products Group
Chris Kyle Automotive Products
801-433-5500
www.spgcompany.com
PN: C00011930199
The American Sniper Chris Kyle tactical 2.0 low-back seat cover is coming to market alongside the matching steering wheel cover.

Sizver
Silverado Mud Guards
626-448-9688
www.sizver.com
PN: CLSVMRG-1435

Sonax GmbH
Spray&Seal
+49-8431-53-0
www.sonax.com
Sonax Spray&Seal for the uncomplicated and highly effective sealing of paintwork, chrome and plastic. Spray on, rinse off, and it’s sealed. Quick and easy during a car wash. Enhances color depth and provides a mirror-like shine. Impressive water- and dirt-repellent effect in no time at all. Container: 750 ml.

Sports Licensing Solutions
Custom-Fit Car Mats
800-525-5923
www.fanmats.com
Customer-fit car mats from SLS are cut specifically to the dimensions of the vehicle. Produced from thermal plastic rubber, these mats are designed for durability and longevity and come in a set of four. The rubber construction also makes cleaning a breeze. Simply vacuum and then wipe down with a damp cloth.

Stayhold Ltd.
Metro Cargo Organizer
+353-1-885-3933
www.stayhold.com
PN: SH017
The new, compact, there-when-you-need-it cargo organizer. Sticks to the carpet with Velcro-brand hooks. Mega versatile. Holds all kinds of objects. Ideal for creating compartments in the trunk, holding day-to-day items that users need to keep in place. Good for smaller trunks.

Stayhold Ltd.
Sidekick Cargo Holder
+353-1-885-3933
www.stayhold.com
PN: SH018
Compact cargo holder is super easy to position, grips carpets and rubber liners with a custom grip-tooth surface, holds stuff tight, and does what the user needs it to. Ideal for holding groceries, luggage, paint tins, plants or other everyday items.

Stinger Chemical
Q-Coat Nano Quartz Ceramic Coating
713-227-1340
www.stingerchemicals.com
Q-Coat is a revolutionary nano quartz ceramic coating that utilizes proprietary nanoparticle material that chemically bonds to the vehicle’s paint finish. Its high tensile strength and compact nanoparticles deliver an amazingly high gloss and superior protection. This highly cross-linked coating is extremely wear-resistant and provides UV protection.
Sto N Sho
Quick-Release Front License Plate Bracket for the ’15–’17 Dodge Charger Hellcat
408-776-4080
www.stonsho.com
PN: SNS1E
The Sto N Sho is vehicle specific. This particular Sto N Sho is designed for the ’15–’17 Dodge Charger Hellcat. However, Sto N Sho is available for several makes and models.

Sto N Sho
Quick-Release Front License Plate Bracket for the ’15–’17 Dodge Charger Hellcat
408-776-4080
www.stonsho.com
PN: SNS1E
The Sto N Sho is vehicle specific. This particular Sto N Sho is designed for the ’15–’17 Dodge Charger Hellcat. However, Sto N Sho is available for several makes and models.

Sto N Sho
Quick-Release Front License Plate Bracket for the ’15–’17 Dodge Daytona
408-776-4080
www.stonsho.com
PN: SNS66E
The Sto N Sho is vehicle specific. This particular Sto N Sho is designed for the ’15–’17 Dodge Charger Hellcat and ’17 Daytona. However, Sto N Sho is available for several makes and models.

ThermalBlade LLC
Gen 3 Thermalblade
570-772-1006
www.thermalblade.com
PN: SW3022
The Gen-3 blade is a heated wiper blade that comes with a replaceable heated squeegee module. Available as a heated blade or an unheated blade. The unheated blade is easily upgraded to a heated blade with the replaceable heated squeegee module. Smart Wiper technology makes troubleshooting a breeze. Works on 12- and 24-volt systems.

3M
PPS-Series 2.0 Spray Cup System
877-MMM-CARS
www.3mcollision.com
PN: 26000
Nearly 20 years after 3M reinvented vehicle painting, the innovative 3M PPS-series 2.0 spray cup system and new spray cup design offer the next generation system for mixing, filtering and spraying paint. Six key improvements provide improved performance and a faster, easier and cleaner experience from start to finish.

Tri-Plex Technical Services Ltd.
Spray Detailer
618-539-5843
www.tri-plextech.com
PN: SC-1000-16
SC-1000 quick detailer compound is designed as a one-step cleaner/sealer formulated with nano ceramic technology. Quickly and safely removes oxidation and slight blemishes, leaving a deep gloss and durable finish. EPA Safer Choice approved.

Tri-Plex Technical Services Ltd.
SC-4060 Finishing Compound
618-539-5843
www.tri-plextech.com
PN: SC-4060-16
SC 4060 finishing compound is designed to remove a 1,200-grit sanding scratch and leave a high-gloss finish with one compound. Quickly eliminate sanding marks, haze and holograms. Can be used with either rotary or dual-action machines.

Tri-Plex Technical Services Ltd.
SC-4060 finishing Compound
618-539-5843
www.tri-plextech.com
PN: SC-4060-16
SC 4060 finishing compound is designed to remove a 1,200-grit sanding scratch and leave a high-gloss finish with one compound. Quickly eliminate sanding marks, haze and holograms. Can be used with either rotary or dual-action machines.

Tornador Tools
Steamor Attachment
972-380-2906
www.tomador.us
PN: TS-1200
The Tornador Steamor attachment is specifically designed for steam/vapor cleaning machines and is engineered with a patented rotation set using high-heat bearings built with the proven, patented, Tornador rotation cleaning method.
Tri-Plex Technical Services Ltd.
SC-2000
Decontamination Compound
618-539-5843
www.tri-plextech.com
PN: SC-2000-16
Quickly remove contamination, sanding marks, haze and holograms in one step and leave a high-gloss finish.

Tri-Plex Technical Services Ltd.
SC-7000 Denibbing Compound
618-539-5843
www.tri-plextech.com
PN: SC-7000-16
SC-7000 denibbing compound is designed to quickly eliminate sanding marks, haze and holograms while leaving a high-gloss finish. Can be used with electric or air dual-action machines.

Tri-Plex Technical Services Ltd.
SC-6000 Synthetic Sealant
618-539-5843
www.tri-plextech.com
PN: SC-6000-16
SC-6000 synthetic sealant compound with nano ceramic technology combines the paint-correcting abilities of a polish with the durable protection of a paint sealant in one product. Excellent for all types of paints, including gel coat.

Trim Illusion Inc.
One-Piece ’16–’17 Toyota Tacoma SR/SRS/Limited Overlay Tape-on ABS Chrome Mesh Custom Grille
202-299-1111
www.trimillusion.com
PN: ABS456
One-piece overlay tape-on mesh custom grille for ’16–’17 Toyota Tacoma SR/SRS/Limited. Color: chrome. Material: ABS.

Trim Illusion Inc.
Two-Piece ’16–’17 GMC Sierra 1500 Overlay Tape-On ABS Glossy Black Mesh Custom Grille
866-889-8746
www.trimillusion.com
PN: ABS6471B
Two-piece overlay tape-on mesh custom grille for ’16–’17 GMC Sierra 1500 (does not fit SLT model). Color: glossy black. Material: ABS.

Trim Illusion Inc.
Four-Piece ’17–’18 Ford F-250/F-350 Overlay Tape-On ABS Chrome Custom Grille
866-889-8746
www.trimillusion.com
PN: ABS431

TWN Industries
Sport Carbon Water Transfer Printing Film Applied to C7 Corvette Engine Cover
305-258-9622
www.watertransferprinting.com/sema
PN: WTP-940 Sport Carbon
This C7 Corvette engine cover and fuel rail covers have been transformed with this new Sport Carbon water transfer printing film. After the parts were processed in Sport Carbon, a high-gloss clearcoat was applied to the engine cover while a 15% sheen clearcoat was applied to the fuel rail covers to create a realistic carbon-fiber aesthetic.
Native is a high-purity carnauba wax produced 100% in Brazil. This product contains 50% by volume of the purest Type 1 carnauba wax. Native is also free of any fragrances, maintaining carnauba’s natural aroma, creating a product that is as pure and natural as possible.

WD-40 Co. Specialist Marine-Grade, Water-Resistant Grease
888-324-7596
www.wd40specialist.com/products/water-resistant-grease
PN: 300417
WD-40 Specialist marine-grade, water-resistant grease provides protection for bearings and other moving parts where moisture challenges lubrication longevity and corrosion resistance. Ideal for a wide temperature range up to 620°F, it is excellent for equipment exposed to the elements and lubricating machinery operating in damp conditions.

WD-40 Co. Specialist Industrial-Strength Cleaner and Degreaser
888-324-7596
www.wd40specialist.com/products/industrial-strength-cleaner
PN: 300349
WD-40 Specialist industrial-strength cleaner and degreaser is a water-based, non-aerosol formula with a unique bio-solvent that WD-40 says is engineered and proven to be more powerful, safer and easier to use than other degreasers on the market. It quickly breaks through tough grease and grime and cleans greasy automotive parts, tools, shop floors and equipment.

WD-40 Co. Specialist Heavy-Duty, High-Temperature Grease
888-324-7596
www.wd40specialist.com/products/high-temperature-grease
PN: 300394
WD-40 Specialist heavy-duty, high-temperature grease is engineered to protect high-speed bearings in applications involving high temperatures and heavy mechanical loads. Able to resist melting up to 625°F, it’s also excellent in cold weather. It’s an effective solution for heavy-duty trucks and is useful for everyday applications around the home.

WD-40 Co. Specialist Superior-Performance True Multi-Purpose Grease
888-324-7596
www.wd40specialist.com/products/true-multi-purpose-grease
PN: 300424
WD-40 Specialist superior-performance true multi-purpose grease is formulated with calcium sulfonate technology. It is interchangeable with other WD-40 Specialist greases without compromising performance through cross-contamination. Reliable at temperatures above 650°F, it provides protection against rust and corrosion.

Wet Okole Hawaii Seat Covers
Nissan NV200 Recon Camper With Wet Okole Seat Covers
888-246-5653
www.wetokole.com
PN: NV200ENVY
Recon Campers’ flagship Envy camper includes a pop-top roof, two passenger seats/bed, a custom furniture kit, a 7-in. LCD control hub, an outdoor shower, and a full electrical system. Options include custom Wet Okole seat covers, a Marinco solar ventilation fan, a Fiamma awning, a Fiamma bike rack, Rhino Rack roof racks, a solar system, 110V shore power, and hot water.

Wheel Bands by RimPro-Tec
Wheel Bands Sparkle
248-914-3679
www.rimpro-tec.com
PN: WBRFW
Modifies existing RimPro-Tec rim defense and wheel pinstriping product with high-reflective conspicuity tape. Unique two-piece design features tape-on mounting track with automotive attachment tape and snap-in color inserts. Color inserts now with conspicuity tape for safety and dramatic effect. Shown in white. Other reflective colors available.

Winner International (The Club)
The Club Tire Claw
724-981-1152
www.theclub.com
PN: 493
An excellent way to lock up a motorcycle or small trailer, the highly visible Tire Claw acts as a boot when installed, immobilizing the tire. Features black vinyl dip to prevent scratches, a plastic cover that protects the lock housing, and self-locking that installs in seconds. The encrypted key cannot be copied, and multiple locks can be keyed the same.