



 VOTE

# MYLES KOVACS

FOR

## SEMA CHAIRMAN

I'm Myles Kovacs and I would be honored to have your vote for **SEMA Chairman**.

I attended my first SEMA show in 1991 as an 18 year old. Turning 50 this year, I feel incredibly fortunate to be a part of this industry. I have achieved more success than I ever imagined. My goal is to give back by contributing my expertise to the SEMA organization which will continue to support and empower future generations of automotive enthusiasts and entrepreneurs. I will also spearhead initiatives for SEMA and it's members to adapt to emerging technology including electrification and ADAS to fully maximize their aftermarket potential.

### GOALS AS YOUR NEXT SEMA CHAIRMAN

#### ENERGIZE

I intend to inject a new energy into our industry and to promote our members to a new generation of enthusiasts. I will also work to secure the tools and technology to help everyone remain competitive.

#### EXPAND

The SEMA organization has so much potential to expand into new areas and improve on what exists. I intend to grow SEMA's media footprint and broaden it's voice to influence future generations.

#### SERVE

I will be a lead evangelist for the aftermarket by using modern marketing methods to secure new alliances. I will also work to strengthen our voice in Washington to secure our rights and protect our IP from foreign competitors.

### FAMILY MAN | ENTREPRENEUR | PUBLIC SPEAKER

Over the course of my career, I have produced **hundreds of automotive events** and large-scale concerts that target a young and diverse audience of over **4.4 million in-person attendees** generating over **3.9 billion media impressions** as Co-founder and CEO of **DUB**. As the SEMA Show is the cornerstone of the organization, I believe my experience in producing large-scale events could be valuable in planning and expanding the show, in collaboration with SEMA's stellar team.

My extensive background in youth marketing, lifestyle brand development, automotive publishing, car show event production, and aftermarket product development make me uniquely qualified to serve as Chairman. I have what it takes to help lead SEMA into the fast-paced and rapidly changing future for our industry.

My clients have included many of the world's top corporations. I have been able to guide projects from start to finish, providing insights gained from being involved in every aspect of business, including conception, product development, manufacturing, distribution, and retail marketing. I have been involved in industries that include fashion, music, publishing, toys, video games, beverages, and automotive. I am also currently Co-founder and President of **TIS Wheels**, one of the hottest wheel brands on the market today.

Besides my professional background, I assist others in conquering hardships through public speaking and coaching. Overcoming personal challenges, such as growing up in East Los Angeles and battling a degenerative eye disease that led to blindness and multiple corneal transplants, has given me a motivational story. Utilizing my insights gained from these experiences, I inspire people to overcome obstacles in life and business.



# STRONGER UNITED



## SEMA INVOLVEMENT

20+ YEARS AS AN ACTIVE SEMA VOLUNTEER

**SERVED ON SEMA BOARD (2010-2013)**  
**2020 SEMA PERSON OF THE YEAR**  
**2019 WTC CHAIRMANS AWARD**  
**LONG RANGE PLANNING COMMITTEE**  
**SHOW COMMITTEE (2001, 2019)**

**SEMA PANEL SPEAKER**  
**GEN 3 INNOVATOR COMMITTEE**  
**EDUCATION DAY SPEAKER**  
**SEMA CARES FOUNDING DONOR**  
**LAUNCHPAD TV JUDGE**

**LAUNCHPAD TV TASK FORCE**  
**PARTICIPATED IN YEN**  
**SCHOLARSHIP COMMITTEES**  
**HOSTED SEMA EDUCATION STAGE**  
**PLUS A PARTICIPANT IN MANY OTHER SEMA PROJECTS, MEDIA AND EVENTS.**

## CAREER

30 YEARS OF INDUSTRY LEADERSHIP



### MAGAZINE PUBLISHING

#### DUB MAGAZINE

Co-founder and CEO for 23 years of DUB, the Automotive Lifestyles Magazine. Published more than **100 issues over 20 years** and became the hottest automotive magazine. Using the same innovative formula Myles launched **LFTDXLVLD Truck Magazine** and **Adventure Rigs** Overlanding Magazine.



### TELEVISION PRODUCTION

#### DUB TELEVISION

In 2005, DUB brought popular youth and urban television to the SEMA show to promote car culture to the next generation of car enthusiasts. DUB then launched the **DUB Magazine Project** TV show which featured the top celebrities and their vehicles. **DUB Latino** TV featured top latin celebrities in Spanish.

### EVENT PRODUCTION

#### DUB CAR SHOW & CONCERT TOUR

The DUB Show Tour was the largest custom car show and concert tour for 20 years with over **4.4 million total attendees** and **3.9 billion media impressions**. Each show featured over 150,000 custom vehicles and an all-star concert.

### WHEEL & TIRE BRANDS

#### TIS WHEELS & TIRES DROPSTARS WHEELS LORENZO WHEELS / SPINTEK

Created Lorenzo wheels, Spintek, the first spinner for wheels, Dropstars, and TIS Wheels & Tires. As Co-founder and President of **TIS**, the brand has become one of the hottest off-road brands. Myles has over **150** iconic patented wheel and tire designs including the best selling TIS 544 and TT1.



## ACCOMPLISHMENTS

MAJOR MILESTONES IN BUSINESS DEVELOPMENT

#### DUB: THE BRAND THAT CREATED A CULTURE

In 1999, the urban automotive lifestyles brand, DUB, was introduced. It swiftly became associated with extensive customization of big wheels on diverse vehicles, including those belonging to the world's top artists, entertainers, and athletes. DUB's car culture emphasized the cars, fashion, and music of that time, ultimately propelling this vehicle style into mainstream recognition with over **5 million** social media followers.

#### PRODUCED OVER 500 DUB CAR SHOWS & CONCERTS

For 20 years, the DUB Show Tour touched down in every major U.S. city with over 4.4 million attendees.

#### 9.6 MILLION DUB VIDEO GAMES SOLD

DUB co-produced a **DUB Edition** racing game which became the top racing game for many years. The game was well known for its extensive customization options.

#### ONE OF THE LARGEST SWEEPSTAKES

DUB gave away 140 cars in 140 days with the world's second largest beverage company. The DUB logo was included on over 1.5 billion bottles and cans.

#### DUB EDITION ENERGY DRINK

DUB worked with the largest energy drink brand to launch a special edition drink line with 2 flavors targeted toward urban auto enthusiasts.

#### 25+ MILLION DUB DIE CAST TOYS SOLD

DUB die-cast toys quickly became a best seller world-wide through all of the top big-box retail and toy chain stores.

#### DUB EDITION VEHICLES

Crafted programs with 3 major auto makers for a factory to dealer special edition program of upfitted vehicles under the DUB Edition brand.

## RECOGNITION

RECOGNITION OF UNIQUE LEADERSHIP QUALITIES

#### TEN BIG THINKERS FOR BIG BUSINESS

Myles was chosen by one of the top news magazines along with other exceptional entrepreneurs for his innovative thinking and unique approach to modern business.

#### FEATURED IN MAJOR MAINSTREAM PRESS

Myles' story has been written about in the Nation's largest mainstream media outlets including newspapers, magazines, and television.

#### 2020 SEMA PERSON OF THE YEAR

Myles was honored to be named by SEMA as the Person Of The Year in 2020 for a lifetime of achievement.

#### FEATURED ON ONE OF THE LARGEST REALITY SHOWS

Myles and his wife Cynthia were chosen to participate in a philanthropic TV program, during which Myles generously donated a vehicle and over \$150,000 in cash to various inner city organizations.

## DEDICATION TO CHARITY

GIVING BACK TO GREAT CAUSES

**INVOLVED WITH SEMA CARES AND MANY LARGE CHARITABLE ORGANIZATIONS ADDRESSING THESE SEGMENTS:**

**VETERANS CHARITIES**

**DISABLED & TERMINALLY ILL CHILDREN**

**UNDERPRIVILEGED YOUNG BOYS & GIRLS**

**EDUCATIONAL PROGRAMS**

**VOTING STARTS MAY 9TH - MAY 23RD**

[www.sema.org/2023-bod-candidates](http://www.sema.org/2023-bod-candidates)

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[MYLESFORSEMACHAIRMAN.COM](http://MYLESFORSEMACHAIRMAN.COM)