

re-elect

MARCUS UMLAUFF

for SEMA Board of Directors



MEMBER

// Entrepreneur

// Auto Enthusiast

// OEM Executive

// SEMA Board Member

Boldness and persistence have defined my career as both a founder of automotive startups and an organizational leader in the world's largest OEMs.

It has been an honor to serve on the SEMA Board, and I am excited about what more can be achieved.

I have seen the benefits of OEM & SEMA collaboration. We have a common mission - a thriving and healthy industry driven by the passion of our customers.

In these challenging times, SEMA has proven it can influence policy and defend an automotive friendly environment for its members.

Please, entrust me with your vote for SEMA Board of Directors.

EXPERIENCE

TOYOTA

Ford Motor Company

TOYOTA RACING DEVELOPMENT

TRD

bremer
AUTOMOTION

Focal Points

Proven OEM Ally

I view partnership as the key to a stronger SEMA. I will continue to bring OEMs and SEMA closer together, allowing customer choice in how they personalize, customize, upfit and race their vehicles.

Anticipates the Customer of Tomorrow

It's not enough to know the customer of today. SEMA must anticipate new trends, segments and needs of the future automotive enthusiast. I will continue to help the board chart a course for toward a strong and sustainable future.

Driven to Adapt to Technology

To succeed, we must turn threat into opportunity. I bring unique perspective to allow SEMA and its members to stay educated, informed and ready to adapt in this highly dynamic environment.

www.marcus4sema.com

www.sema.org/2025-bod-candidates

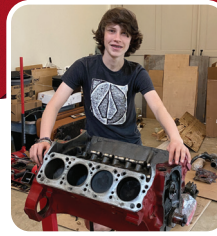


**Advocating Strength and
Sustainability Through Partnership**

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ABOUT ME

The automotive industry is both my career and passion. From my earliest memories, a love of cars, trucks and motorsports has been an inseparable part of me. The scale and energy of the US auto industry proved irresistible, so we relocated to the USA to pursue my automotive career dreams.

Family and community are core for me. I love supporting their many passions. In teaching my son to build his first engine, or hearing him talk of his dream car, gives me great hope for the future of our industry founded on the passion of our next generation of automotive enthusiasts.

It has been an honor to serve on the SEMA board, and I am committed to further contributing my experience and vision to make SEMA even stronger into the future.



MEMBER

Endorsements



Doug Evans

President - High Performance Advisors
SEMA Hall of Fame
SEMA (past chairman and Board Member)



Ron Coleman

Competition Cams
SEMA Hall of Fame
SEMA (past chairman and Board Member)



Greg Adler

CEO, ORW/4WP
ORBA Chairman [2010 through current]
SEMA Board Member 2011-2019



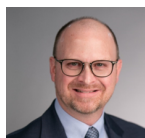
Sara Morosan

President
LGE-CTS Motorsports
SEMA Businesswomen's Network Chair



Mark Templin

Chief Operating Officer
Toyota Motor North America



Mike Sweers

Chief Technology Officer
Executive Vice President R&D
Toyota Motor North America



John Coletti

President
Automotive Performance Partners
(past) Ford Chief Engineer / Ford SVT



Kurt V. Lacks

OEM Supplier
Lacks Enterprises



Lachlan McCann

CEO
ARB Corporation



Clay Croft

CEO Expedition Overland
TV Personality, Overlanding Adventurer

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