SEMA SHOW
THIS IS NOT A
MOMENT,
THIS IS A
MOVEMENT
SPECIALTY EQUIPMENT MARKET ASSOCIATION
SEMA
SEMA.ORG/ADVOCACY

Dear Friends, I am excited to welcome you to the 2023 SEMA Show! It's been an incredible year of progress for our industry and for SEMA as an organization. I hope you have a great show and look forward to celebrating another great year of us coming together here in Las Vegas.

One of our hallmark projects this year was the roll-out of the Specialty Equipment Market Economic Impact Report, "**Driving for Dollars**." This is the **first time** we've released this kind of report that puts into **hard numbers** our industry's **impact on the U.S. economy**. Through our annual market research report, we know that consumers spent over **$52 billion** on parts manufactured and **sold by our industry in 2022**. But what we didn't know was what this actually means to the rest of the country. How many jobs do we create? How much do we pay in taxes? What do we pay in wages?

The study results are impressive, and you can see those results in the infographic on the next page. In short, **we're kind of a big deal**. And to put it in some perspective, this is how we measure up: collectively, we **employ more people than the U.S. aircraft industry** and the **entire motion picture and video production industries**. We employ more people than the soda, candy, and wine industries, and we're almost as **big as the beer industry** *(although I'm sure we contribute our fair share as beer consumers)*!

This study certainly was a **big morale booster** for us who work on your behalf each day, and I hope you feel the same as we do. It is also an **essential tool** for us to have when talking with **lawmakers, regulators, and media** about who we are and who we represent. After all, **numbers don't lie**.

This is one of the many tools SEMA has developed over the past year to help us advocate for you. We all know too well the impact that government can have on our businesses. From the tax burdens we carry as small businesses to the difficult regulations we must **navigate at all levels of government**. Our outdoor recreation community faces new challenges daily as **environmentalists try to shut down access to public lands** and related **adventure touring**. There's a question circulating in the media about **California's potential attempt to outlaw vintage cars**. At the same time, the state has also proposed rules banning the sale of new internal combustion engine sales outright. The federal government is considering a similar ban. Tax laws that don't allow businesses like yours to plan for the future and fairly treat your investment dollars. Protecting the right to modify and so much more.

SEMA's members and our broader industry can be found in **every state** and **every congressional district**. We employ people in every part of our country and **pay a lot in taxes**. I encourage you to **visit our advocacy site** to learn more about your impact in your home state, congressional district, and even your state house and senate districts. You can find this information and more about our advocacy work at **sema.org/advocacy**.

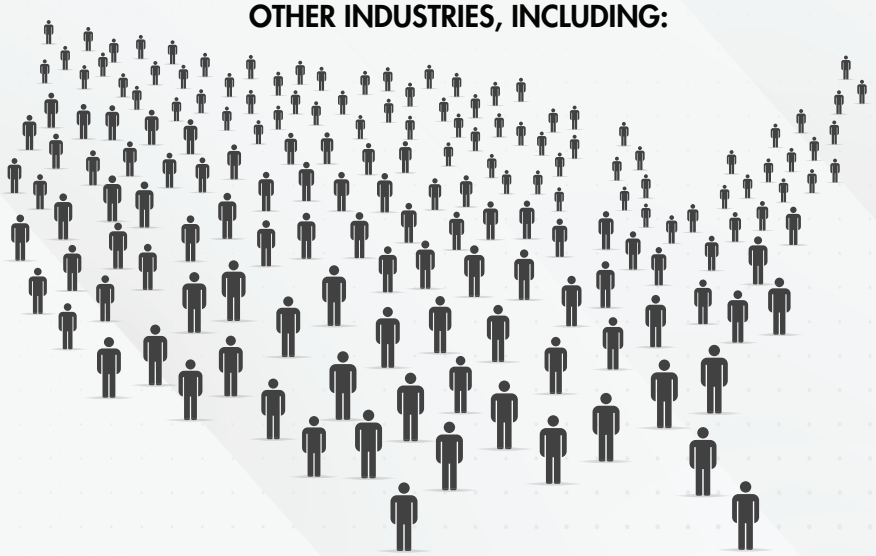
We are often **referred to as a "niche" market**, and in some ways, we are. But our **impact is big**. Our SEMA team is not building just for the moment we're living in but for a movement to secure our future, for generations of manufacturers, retailers, promoters, enthusiasts, and consumers to come.

I hope you'll **consider joining our advocacy efforts** – your voices matter the most to lawmakers. Join us for the **2024 Washington Rally in Washington, D.C. on May 8 & 9**. Host a lawmaker at your business or local racetrack or event (we can help with this). Become part of our **federal PAC**, an essential tool for our advocacy efforts (information is on the back page). But most of all, keep innovating, developing, manufacturing, selling, building, racing, enjoying, and all the things that **make us who we are as proud Americans**.

MIKE SPAGNOLA
President and CEO
Specialty Equipment Market Association

MORE THAN A TRADE SHOW

WE ALSO SUPPORT JOBS IN MANY OTHER INDUSTRIES, INCLUDING:



79,049 MANUFACTURING (OTHER)

72,049 TRANSPORTATION & COMMUNICATION

20,562 TRAVEL & ENTERTAINMENT

5,594 AGRICULTURE

2,455 CONSTRUCTION

TOTAL ECONOMIC OUTPUT
$336.91 BILLION

TOTAL JOBS
1,333,658

TOTAL WAGES & BENEFITS
$104.29 BILLION

TOTAL TAXES PAID
$40.93 BILLION

AMERICA IS WITH US*

85% MORE THAN

Have a **favorable** opinion of us when they learn about who we are.

66% MORE THAN

Oppose California's ban on the internal combustion engine.

70% NEARLY

Agree that **off-road vehicles** should have access to and use of public lands.

75%

Agree that it **should be legal to convert a passenger car into a race car**.

85%

Agree that **government shouldn't pick winners and losers** when it comes to vehicle technology and consumers should be able to choose the technology that suits them.

84%

Agree that **you have a right to modify/customize** your car & all licensed repair shops should have access to the necessary codes.

** Based on an April 2023 national voter opinion research poll commissioned by SEMA*

STATE AND FEDERAL WINS

SEMA has had a **banner year** in government affairs, scoring legislative victories on a wide range of issues critical to the specialty-equipment industry. From **fighting against internal combustion engine bans** to **protecting off-road access**, SEMA has been at the forefront of **advocating for the interests of our members and the automotive community**.

What has SEMA done for you lately?

The **U.S. House of Representatives** passed the **Preserving Vehicle Choices Act**, prohibiting the EPA from granting California a waiver to ban the sale of new gas and diesel powered vehicles by 2035.

SEMA won a lawsuit to **protect motorized recreational access at Oceano Dunes State Vehicular Recreation Area (SVRA)**, a premier destination for OHV enthusiasts.

14 states have introduced or passed **SEMA-supported legislation** to **protect gas powered vehicles** from government bans.

West Virginia passed the **Motorsport Responsibility Act** to **reduce** liability **insurance premiums** for racetracks and teams.

SEMA's investments to help our members sell emissions-compliant performance products, coupled with advocacy, were integral in getting the **U.S. Environmental Protection Agency (EPA)** not to include **"Stopping Aftermarket Defeat Device for Vehicles and Engines"** in its top enforcement priorities for 2024 through 2027.

SEMA is sponsoring legislation in California to make the aftermarket conversion of gas or diesel powered vehicles into ZEVs eligible for a cash rebate, helping **level the playing field** for the aftermarket industry. Currently, only new cars are eligible.

Tennessee enacted SEMA's model exhaust noise bill, which creates a fair standard for determining if a vehicle is too loud. **SEMA also successfully killed** onerous noise bills in **Hawaii and New Mexico**.

SEMA PAC

Here's the reality: United States law constrains associations like SEMA from funding elections. However, there's a powerful tool in our arsenal – the **SEMA and PRI PAC (Political Action Committee)**. It allows us to rally our eligible members, like you, for voluntary donations to fuel political campaigns during crucial elections. As a bipartisan PAC, our contributions are not indicative of an endorsement of a candidate. We support lawmakers, candidates, and legislation that unequivocally support us.

As we forge our path ahead, we hope that you are as excited as we are and join us.
Thank you for your continued commitment to SEMA.

For more information or questions, please get in touch with
PAC Manager Alicia Steger at alicias@sema.org or 202-796-2252.

GET INVOLVED AND DONATE NOW

** By law, contributions to SEMA and PRI PAC are not deductible for federal income tax purposes. SEMA and PRI PAC can only accept funds drawn from a personal account, sole proprietorship, or partnership. SEMA and PRI Inc. cannot use association funds to contribute to federal candidates. SEMA and PRI PAC can accept donations from some companies taxed as a partnership or LLC, but the donations must be attributed back equally amongst partners.*