

# PASSPORT



## SEMA EXPORT DIRECTORY



## LETTER FROM THE DIRECTOR

**W**elcome to the 2021 SEMA Show and the first edition of the *SEMA Export Directory*. We invite you to use this guide to identify SEMA Show exhibitors who are eager to find overseas dealers and distributors and to provide the products your customers want. Each listing includes the supplier's international contact so that you can ask for them if you stop by their booth. Another tip is to look for the "We Export" sign that these exhibitors and others seeking to connect with international buyers will be displaying in their booths.

International visitors are able to pick up their badges on-site at International Registration (located in South Hall east, lower level), where interpreters are on hand ready to assist.

Want a quiet meeting space to relax or to meet with current or potential suppliers? Come to the Center for International Commerce (CIC) in West Hall W233. Interpreters for most major languages are available in the CIC to help facilitate communication. Complimentary coffee and tea are available throughout the day.

We would like to thank the U.S. International Trade Administration, the Small Business Administration's State Trade Expansion Program (STEP) and the following states: California Governor's Office of Business and Economic Development (GOBiz), Indiana, Michigan Economic Development Corporation (MEDC), The Economic Development Partnership of North Carolina (EDPNC), Ohio, Pennsylvania, South Carolina, Tennessee, Texas and Utah for partnering with SEMA to make this first *SEMA Export Directory* possible.

We can't wait to welcome you to Las Vegas. No matter what products you seek, you will find them at the SEMA Show with nearly two year's worth of innovation, technology and new products showcased throughout all four halls of the 3.2-million-sq.-ft. Las Vegas Convention Center!

Questions? Feel free to contact me at [lindas@sema.org](mailto:lindas@sema.org)

Sincerely,



Linda Spencer  
Senior Director of International and Government Affairs



### AIR DESIGN

3820 Oceanic Dr., Ste.301  
Oceanside, CA 92056 USA  
+1-760-435 0095

Av. Dr. Gustavo Baz 43, Col.  
Xocoyahualco, Tlalnepantla de Baz, Estado de México, 54080, México  
+52 (55) 5393 6636 Mexico  
[www.airdesignusa.com](http://www.airdesignusa.com)

#### SEMA Show Booth #55199

Designers and manufacturers of automotive body styling kits, spoilers, wings and accessories serving the OE manufacturers and aftermarket.

#### Alain Rincón Becerril

Air Design  
International Business Manager  
+1-760-435 0095, +52 (55) 5393 6636 x215  
[alain@airdesignusa.com](mailto:alain@airdesignusa.com), [alainrincon@airdesign.com.mx](mailto:alainrincon@airdesign.com.mx), [international@airdesign.com.mx](mailto:international@airdesign.com.mx)





## AMERICAN ADVENTURE LAB

1745 E. 3850 S.  
St. George, UT 84790 USA  
+1-385-202-4188  
www.americanadventurelab.com

### SEMA Show Booth #13141

We design and manufacture innovative adventure vehicles and vehicle accessories to keep you comfortable, organized, and equipped for your travels on- and off-road.

#### Brit Mansell

Owner  
+1-385-202-4188  
brit.mansell@americanadventurelab.com



## ATECH MOTORSPORTS

1200 Southeast Ave.  
Tallmadge, OH 44278 USA  
+1-330-630-0888/+1-800-517-1040  
www.atechmotorsports.com

### SEMA Show Booth #23313

Atech delivers serious wholesale power. Four locations, 1,500-plus brands, millions of parts in stock—get the parts you need. Unbeatable service with fast, free shipping and no-fee drop shipping. We export at competitive rates. Shop our online real-time inventory for:

- High performance and race
- Late model
- Truck and diesel
- Jeep and off-road
- Street rod and restoration
- Premium and stock replacements

#### Scott Hunter

New Accounts Coordinator  
+1-800-517-1040  
dealerinfo@atechmotorsports.com



## EMBRACE YOUR INNER OCD

### ADVENTURE-FOCUSED MODULAR CARGO MANAGEMENT SOLUTIONS

- 5052 ALUMINUM CONSTRUCTION
- MODULAR/STACKABLE
- SUPPORTING LATE MODEL SUV'S AND PICKUPS
- MADE IN THE U.S.A.

AMERICANADVENTURELAB.COM  
+1385.202.4188  
1745 E 3850 S #2  
ST GEORGE, UT 84790  
USA



## SERIOUS PERFORMANCE. SERIOUS WHOLESALE POWER BY ATECH MOTORSPORTS.

- Access to Over 1,500 Brands
- Unbeatable Service and Satisfaction
- Huge Inventory—We Stock it so You Don't Have to
- FAST, FREE Shipping—Reliable 1-2 Day Delivery
- Drop Ship Service at No Additional Fee
- We Export at Competitive Rates

### CONTACT US FIRST!

Atech Motorsports is the fastest, easiest way to access the best high performance parts and brands in the industry at wholesale prices, with real-time inventory and pricing available to you 24/7. Our four national warehouses are packed to the rafters with millions of parts from 1,500+ brands—we continually add new brands all the time—ready to ship to your door at a moment's notice or dropship directly to your customers for no extra charge. Simply tell us your needs and give us the opportunity to become your go-to parts source for all things automotive.



**AtechMotorsports.com**  
FOUR LOCATIONS—MILLIONS OF PARTS!

TALLMADGE, OH • MCDONOUGH, GA • SPARKS, NV • ARLINGTON, TX  
800.517.1040 • 1.330.630.0888 • FAX: 1.330.630.5365

Some parts are not legal for sale or use in California or other states with similar laws/regulations. Please check your state and/or local laws/regulations. Typographical errors and errors in description or photography are subject to correction. ©2021 AUTOSALES, INC.





BAJA DESIGNS

185 Bosstick Blvd.  
San Marcos, CA 92069 USA  
+1-800-422-5292  
www.bajadesigns.com

SEMA Show Booth #23017

Almost 30 years ago, Baja Designs was founded with a passion and thirst for off-road. Performance-driven and race-proven, Baja Designs engineers and manufactures American-made lighting products using only the best components available, right here in San Diego, California. Since the beginning, we have engineered revolutionary ways to stay at the forefront of motorcycle and automotive lighting.

**Trent Kirby**  
CEO  
+1-800-422-5292 x108  
trent@bajadesigns.com

**Diego Land**  
Powersports Sales Manager  
+1-800-422-5292 x106  
diego@bajadesigns.com

**Brennan Scully**  
Automotive Sales Manager  
+1-800-422-5292 x115  
brennan@bajadesigns.com



BOOSTANE, OCTANE ENGINEERING

3416 Democrat Rd.  
Memphis, TN 38118 USA  
+1-855-GETS-110  
www.boostane.com

SEMA Show Booth #20137

BOOSTane is a team of engineers and racers focused on developing and manufacturing the world's leading fuel-additive technologies. From BOOSTane Professional, with the capability of transforming pump fuel to as high as a 116-octane race-fuel equivalent, 4-oz. BOOSTane SHOT for treating poor fuel quality, and Diesel Fleet for large truck fleet efficiency, we engineer fuel solutions.

**Ian Lehn**  
Founder  
+1-513-265-8216  
ian@boostane.com



BAJA DESIGNS  
LED & LASER LIGHTING SOLUTIONS

Available for all makes and models. No matter what you drive, Baja Designs has a state-of-the-art lighting solution that's years ahead of the competition.



THE SCIENTISTS OF LIGHTING | BAJADESIGNS.COM | 800-422-5292



YOU CAN'T BUY  
HAPPINESS,  
BUT YOU CAN  
BUY HORSEPOWER  
(AND THATS PRETTY MUCH THE SAME THING)

Want the advantages of high octane gasoline without the hassle of trying to find it locally? BOOSTane is a fuel additive that can bring you more horsepower for your competitive edge.



BOOSTane  
LEARN MORE AT WWW.BOOSTANE.COM



**BORLA PERFORMANCE INDUSTRIES INC.**

701 Arcturus Ave.  
Oxnard, CA 93033 USA  
+1-877-462-6752  
www.borla.com

**SEMA Show Booth #23265**

Manufacturer of stainless-steel performance exhaust and induction products for domestic and import cars, trucks, SUVs, XR-1 racing and universal applications as well as exhaust for stationary and internal-combustion engines.

**Joshua Abbott**  
Global Sales Manager  
+1-805-341-5778 cell  
joshua@borla.com



# LEAD THE HEARD™

# BORLA®

**EXHAUST**

**Booth 23265** CENTRAL HALL

**CLASSIC INSTRUMENTS**

826 Moll Dr.  
Boyne City, MI 49712 USA  
+1-231-582-0461  
www.classicinstruments.com

**SEMA Show Booth #22385**

Manufacturer and seller of instrumentation for automobiles and boats. Custom-built instruments and retrofitting.

**Ron Hanna**  
General Manager  
+1-231-582-0461  
ron@classicinstruments.com



## Direct-Fit, Performance, Custom & Universal All-Electric Gauges

Call for retro-fit & custom options

**800.575.0461**  
classicinstruments.com



## COLD CASE RADIATORS/PYPES EXHAUST

2705 Clemens Rd.  
Hatfield, PA 19440 USA  
+1-844-732-5265  
www.coldcaseradiators.com

### SEMA Show Booth #21713

Cold Case Radiators is a manufacturer of high-performance all-aluminum radiators for the American musclecar, light-truck, street-rod and off-road markets. All applications are model-specific with most featuring OEM-quality stamped tanks, over-sized cores and optional fan and shroud kits all backed by a lifetime warranty.

#### Dave Gerard

Vice President of Sales and Marketing  
+1-844-732-5265 x241  
daveg@coldcaseradiators.com



## CP-CARRILLO INC.

1902 McGaw Ave.  
Irvine, CA 92614 USA  
+1-949-567-9000  
www.cp-carrillo.com

### SEMA Show Booth #22818

High-performance piston and con rod manufacturer. Specializing in sport-compact, domestic, powersports and euro applications, proudly made in the U.S.A.

#### Cindy Verkooij

Director of Sales and Marketing  
+1-949-290-0189  
cindy@cp-carrillo.com



## TWO GREAT BRANDS UNDER ONE ROOF



APPLICATIONS FOR THE US CAR, TRUCK & JEEP MARKETS

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

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



INTRODUCING  
**THE CHOICE CONNECTION**  
FOR MINI COOPER



We've gone MINI Crazy here at CP-Carrillo. New shelf pistons are now out for the Mini Cooper S Dual Vanos N18 engine! This addition joins our recently added new shelf pistons and rods for the B48 engine for the F56 Mini Cooper S. This completes the collection of shelf pistons and rods CP-Carrillo makes for the Mini Cooper S from the first generation supercharged Tritec all the way through today's direct injected turbo collection.

[WWW.CP-CARRILLO.COM](http://WWW.CP-CARRILLO.COM)

949.567.9000





## CUSTOM AUTOSOUND MANUFACTURING INC.

1030 Williamson Ave.  
Fullerton, CA 92833 USA  
+1-800-888-8637 or +1-800-88-TUNES  
www.customautosoundmfg.com

### SEMA Show Booth #24177

Custom Autosound replacement radios and speakers for classics, customs and street rods. Since 1977, the latest in car audio technology with OE fit.

#### Ryan McDonald

Sales  
+1-714-773-1423 x205  
ryan@casmfg.com

#### Allen Ulibarri

General Manager  
+1-714-773-1423 x208  
allen@casmfg.com



## DEATSCHWERKS

415 E. Hill St.  
Oklahoma City, OK 73105 USA  
+1-405-217-0701  
www.deatschwerks.com

### SEMA Show Booth #20577

Manufacturer of high-performance EFI fuel systems and components. Specializing in injectors, pumps, regulators, lines, fittings, surge tanks and filtration, with a focus on application-specific fitment.

#### David Reyna

International Accounts Manager  
+1-405-217-0701  
dreyna@deatschwerks.com



OEM fit Radios, Speakers, Kick Panels & More!  
For Your Classic, Custom or StreetRod

**custom autosound**  
"Cause you can't Cruise without Tunes"

Over 500 Applications!

Features all the Modern Technology  
and Sound Quality!

Including:  
CD options, USB, BlueTooth connectivity, Aux Ins, Hi Volt  
RCA preouts, Multi Color Digital Display & More!

For A Dealer Near You Call: 800-888-8637 or customautosoundmfg.com

A collection of Custom Autosound car audio components, including two different styles of car radios with digital displays, two circular speakers, a rectangular speaker, and a custom kick panel with two circular speakers and a central control unit.

# INJECTORS | PUMPS | RAILS

## REGULATORS | FILTRATION | SURGE TANKS | LINES & FITTINGS

STRIP PROVEN | TRACK PROVEN | DRIFT PROVEN | DIRT PROVEN



WWW.DEATSCHWERKS.COM  
405-217-0701  
SALES@DEATSCHWERKS.COM



DELTA TECH INDUSTRIES AKA DELTA LIGHTS

1901 S. Vineyard Ave.  
Ontario, CA 91761 USA  
+1-909-673-1900  
www.deltalights.com

SEMA Show Booth #10933

Delta Tech Industries has gained recognition as an American world-class automotive lighting manufacturer offering more than 100 models of automotive lights and light bars totaling more than 600 SKUs. Delta Tech was founded in 1978 in California with its primary focus on contract manufacturing of auxiliary lights for major U.S. light manufacturers like Sylvania, GM, NAPA, Federal Mogul, Truck-Lite and the aftermarket.

**Bogdan Durian**  
President  
+1-909-673-1900  
bogdan@deltalights.com

**Andres Gonzales**  
Production Manager  
+1-909-673-1900  
warehouse@deltalights.com

**Andrew Pierce**  
Operations Manager  
+1-909-673-1900  
drew@deltalights.com

**Jose Rincon**  
Q/C Manager  
+1-909-673-1900  
joel@deltalights.com



DRIVEN RACING OIL

3416 Democrat Rd.  
Memphis, TN 38118 USA  
+1-866-611-1820  
www.drivenracingoil.com

SEMA Show Booth #22713

Racing is in the DNA of our company, and every product we develop is proven to perform. From full synthetic race oils to engine break-in oils, Driven offers a wide range of racing-winning products that deliver enhanced performance, protection and value. So whether you need gear oil for your race car or motor oil for your hot rod, put your trust in the innovator of high-performance lubricants—Driven Racing Oil.

**Kyle Fickler**  
Director of Business Development  
+1-704-946-9258  
kfickler@drivenracingoil.com



World Class Lighting Technology



DELTA's legendary Sky-Bar™ invented by Delta Tech Industries in 2006, as first rolled out at SEMA Show on Jeep Wrangler TJ. This light bar was later modified to Shield™ light bar for Jeep JK. Delta has done it again, introducing Horizon™ 2020 Light bar for Jeep JL and and Gladiator. The line is led by the patented Tubular design, followed by Bullet, Bolt 500 & Bolt 600. The light-bars are made in the USA using laser-cut aluminum design and integrated LED light systems. They are fully serviceable. They each produce 60,000 Lm.



DELTA Headlights have become a benchmark for American headlight technology since 1978



Drifting, cruising or crawling rocks - you can always depend on DELTA lights  
Delta Tech Industries - U.S.A. www.deltalights.com



DRIVEN TO PERFORM

INCREASING HORSEPOWER AND PROTECTION

The **DRIVEN Racing Oil®** brand was originally created to advance engine and driveline lubricant performance in race and high performance engines. However, now our innovations in lubrication technology have been greatly extended well beyond the racetrack.

- Racing ■ Street Performance ■ Hot Rod ■ Diesel
- Break-In & Assembly ■ Driveline Lubrication

We offer a wide range of products that deliver enhanced performance, extended protection and added value.

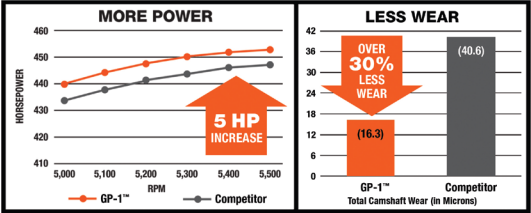
- Full Synthetic ■ Synthetic Blend ■ Conventional

Our product development team looks at the application and what it requires; then we design application specific products using a "zero compromise" approach that delivers measurable and proven performance advantages.

No matter the application, put your trust in lubricants engineered and proven to perform. Put your trust in the innovator of high performance lubricants – **DRIVEN Racing Oil®**.



1.866.611.1820 | DrivenRacingOil.com  
Join Us: f i t YouTube #DRIVENTOWIN



Independent testing has proven that DRIVEN's® GP-1™ provides superior lubrication, resulting in More Horsepower and Less Wear. Just one example of the gains in performance and protection you can expect from every DRIVEN Racing Oil® product.

See Us at SEMA Booth 22713



DYNOCOM INDUSTRIES INC.

2447 Riverbend West Dr.  
Fort Worth, TX 76118 USA  
+1-817-284-8844  
www.dynocom.net

SEMA Show Booth #20139

OEM manufacturer of chassis dynamometer systems, including AWD, 2WD, portable and patented hub/axle dynos. Full range of data-acquisition systems for emissions, performance, speedometer, brake and tuning testing, including eddy current systems for driving simulations.

Allison Blackstein  
COO  
+1-817-284-8844  
allison\_blackstein@dynocom.net



ENGINE ICE-KOST USA

1000 Tennessee Ave.  
Cincinnati, OH 45229 USA  
+1-800-661-9391  
www.engineice.com

SEMA Show Booth #60014

Engine Ice Hi-Performance Coolant provides superior heat transfer to maximize horsepower output in all powersports and motorsports vehicles. Keep your cool no matter how hot the competition or treacherous the terrain becomes. When you need to trust your machine's performance, we are there to support your performance without question. The rest is up to you!

Bryan Emrich  
President  
+1-312-771-3551  
bemrich@kostusa.com

Scott Lukaitis  
Director of Sales and Marketing  
+1-732-300-4814  
slukaitis@kostusa.com



**DYNOCOM™ INC.**  
**THE GLOBAL STANDARD**

**AWD 3500 DC-POD**

Dynocom's Patented Eddy Current Hub/Pod dynamometers are perfect for today's high horsepower 2WD & AWD vehicles. Applications are endless – sport compact, diesel and drag racing with the ability to leave off the trans brake. Simulate real world road/track conditions with VRS (Virtual Road Simulation).

**2WD 3500 HP 6000 ft. lbs. of Torque 300 MPH**  
**AWD 3500 12,000 ft. lbs. of Torque 300 MPH**



2447 Riverbend West Drive • Fort Worth, Texas 76118  
International: (817) 284-8844  
Toll Free US/Canada 866-436-DYNO  
sales@dynocom.net • www.dynocom.net

MADE IN U.S.A.

THE #1 POWERSPORTS COOLANT IN NORTH AMERICA

**E1 Engine Ice**

APPROVED FOR USE IN CARS, TRUCKS, JEEPS, AND POWERSPORTS VEHICLES

VISIT BOOTH 60014



**KEEP IT COOL.**

engineice.com

- Manufactured and packaged in the United States
- 3 specialized formulas to serve unique needs of high performance vehicles
- Used by top teams and racers throughout the world
- Provides superior heat transfer to maximize horsepower output





FIDANZA PERFORMANCE

4285 Main St.  
Perry, OH 44081 USA  
+1-440-259-5656  
www.fidanza.com

SEMA Show Booth #23225

We are a domestic manufacturer of performance flywheels, replacement friction plate kits, short shifters and adjustable cam gears. We also provide contract manufacturing and engineering solutions.

**Jeff Jenkins**  
President  
+1-440-259-5656  
jeffjenkins@fidanza.com

**Chris Clark**  
Sales and Marketing Director  
+1-704-450-6122  
chris@fidanza.com



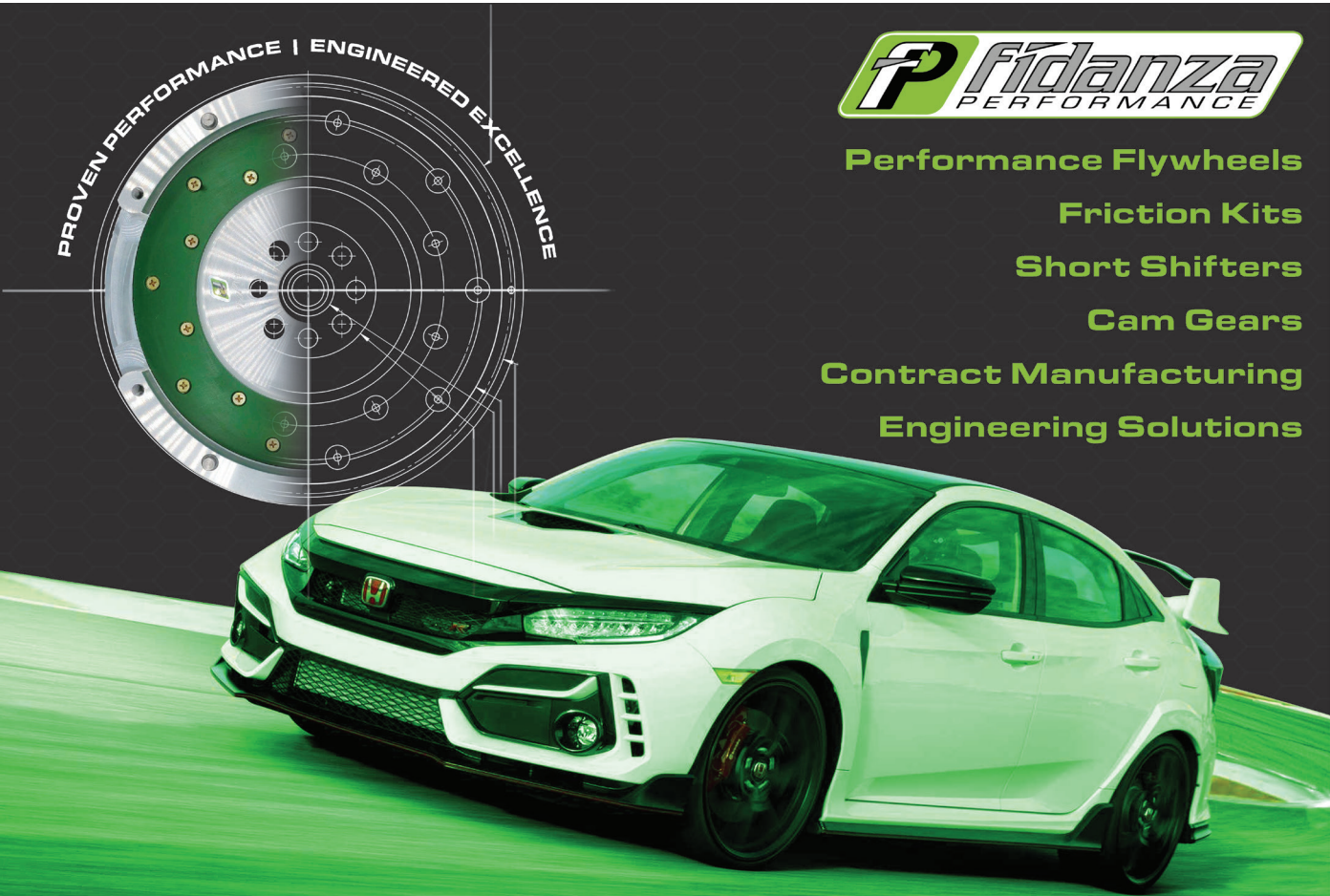
GO RHINO

589 W. Apollo St.  
Brea, CA 92821 USA  
+1-714-257-7392  
www.gorhino.com

SEMA Show Booth #57073

Go Rhino is a leader in design, development and manufacturing of innovative, stylish and extremely functional Jeep, truck and SUV accessories. This includes replacement bumpers, winch bumpers, grille guards, side bars, running boards, light-ready roof racks, sport bars, bedrails, hitch steps, exhaust tips, bed, garage and shop accessories.

**Ramon Barrios**  
International Sales Manager  
+1-714-257-7392  
ramon.barrios@iddeaweb.com





## HOTCHKIS SPORT SUSPENSION

118 Infield Ct.  
Mooresville, NC 28117 USA  
+1-704-660-3060  
www.hotchkis.net

### SEMA Show Booth #21261

A fantastic driving experience is everything! The knowledge and commitment of John Hotchkis and the Hotchkis Sport Suspension team ensures your suspension upgrade and drive is sensational. High-quality products engineered to perform and designed to be strong. Complete packages for musclecars, European and Japanese sports cars. We make classics handle like new cars and new cars even better.

**John Hotchkis**  
CEO  
+1-704-660-3060  
jhotchkis@hotchkis.net

**Drew Oliver**  
Sales Manager  
+1-704-660-3060  
doliver@hotchkis.net

**Ron Thiel**  
Vice President of Operations  
+1-704-660-3060  
rthiel@hotchkis.net



## IDIDIT LLC

610 S. Maumee St.  
Tecumseh, MI 49286 USA  
+1-517-424-0577  
www.ididit.com

### SEMA Show Booth #23477

Founded in 1986, IDIDIT has specialized in the steering column and accessory industry for 35 years, longer than anyone else in this business. IDIDIT is your go-to source for top-quality steering columns and accessories for your street rod, musclecar, classic truck, off-road vehicle, golf cart and performance car. Check out our full lineup by visiting ididit.com today!

**Josh Russell**  
Sales Tech  
+1-517-424-0577 x277  
josh@ididit.com

**Dominic Forlano**  
Sales Tech  
+1-517-424-0577 x259  
dominic@ididit.com



# DRIVEN RESULTS

- SHOCKS AND COILOVERS
- ADJUSTABLE CONTROL ARMS
- SPORT SWAY BARS
- COMPLETE TVS SYSTEMS



*Designed to bolt-on and deliver serious ride and handling performance for your pony!*

877-466-7655  
HOTCHKIS.NET

**HOTCHKIS**  
SPORT SUSPENSION



## CELEBRATING 35 YEARS

As your go-to source for American Made, Top Quality Steering Columns and Accessories

- American Made
- Lifetime Warranty
- Engineered for superior fit and finish
- Available in Right or Left Hand Drive
- Universal, Retrofit, and Custom applications available
- Accessories and Install Kits available
- Unrival Customer Service and Tech Support



IDIDIT, LLC | 610 S. Maumee St., Tecumseh, MI, 49286 U.S.A | P: 517-424-0577 | www.ididit.com



## INJEN TECHNOLOGY

244 Pioneer Pl.  
Pomona, CA 91768 USA  
+1-909-839-0706  
www.injen.com

### SEMA Show Booth #21543

Manufacturer of tuned high-performance cold air intake systems, intercoolers, charge pipes, exhaust systems and throttle response controllers for sport compacts, trucks, Jeeps, SUVs and modern-day musclecars.

#### Jay Crouch

Director of Global Business  
+1-909-839-0706 x214  
jay@injen.com



## JET PERFORMANCE PRODUCTS

17491 Apex Cir.  
Huntington Beach, CA 92647 USA  
+1-800-535-1161  
www.jetchip.com

### SEMA Show Booth # 23713

Manufacturer of performance tuning products, including tuners, throttle bodies, mass air sensors and more.

#### Dan Nicholas

Sales Manager  
+1-714-585-7266  
dan@powerbyjet.com





**injen** TECHNOLOGY **EVOLUTION**

Injen's Evolution sealed air intake system was designed using the most State of the Art engineering tools and techniques to produce the finest quality kit that is unmatched in the aftermarket. From the one-piece sealed housing that utilizes our all new Injen Twist-Lock System to securely attach a massive SuperNano-Web Dry or our 8-Layer Oiled Cotton Gauze air filter in place, all the way down to premium hardware, Injen Technology has put it all on the table to give you the best cold air intake on the market. We have simplified the installation process by requiring no cutting or drilling on almost all intake systems. To top it off, all of our intake systems do not require aftermarket tuning for exceptional HORSEPOWER and TORQUE GAINS right out of the box.

**POPULAR APPLICATIONS**

**EVO5005** -----  
2018-2020 Jeep Wrangler  
V6-3.6L

**EVO9004** -----  
2017-2019 Ford Super Duty Trucks  
V8-6.7L Turbo Diesel

FIND YOUR FITMENT AT **INJEN.COM**



**JET** Performance Products **XCELERATOR**

**POWER-FLO** Throttle Body

**ZERO LAG AND  
BETTER PERFORMANCE  
WITH JET POWR'D  
DEALER SUPPORT.**

**See us at SEMA Cental Hall #23713**  
**www.JETChip.com • 1-800-538-2447**



## KILLER TOOLS AND EQUIPMENT CORP.

6105 Main Ave.  
Orangevale, CA 95662 USA  
+1-800-369-4262  
www.killertools.com

### SEMA Show Booth #35225

Killer Tools and Equipment designs and develops tools for the collision industry. Our line of 80-plus tools is diverse. We cover all aspects of collision repair. Whether it be dent removal, plastic repair or measuring systems, the collision industry has counted on our 70-plus years of collision experience to continue to innovate and keep up with the demands of today's automotive repair.

#### Tim Gerhards

National Sales Manager  
+1-916-316-3672  
tgerhards@killertools.com



## LAST DROP WRENCH LLC

127 Fawnhurst Dr.  
Gaffney, SC 29341 USA  
+1-864-921-2732  
www.lastdropwrench.com

### SEMA Show Booth #36187

Last Drop Wrench LLC is a custom tool manufacturer that provides a solution to the major problem associated with the traditional oil change. Our patent-pending lineup of products allow oil to be drained from your traditional oil filter before removal, thus, eliminating oily spills, harmful environmental waste and burnt hands that all come with changing your vehicle's oil.

#### Steven Owens

CEO  
+1-864-921-2732  
steven@lastdropwrench.com

#### Christopher Woodruff

CXO  
+1-706-442-8279  
woodruff@lastdropwrench.com



# KillerTools

Quality • Innovation • Service

**Building collision tools in  
America for over 20 years**



- Measuring Systems
- Plastic Repair
- Steel Repair
- Aluminum Repair
- Paint Booth Solutions
- Parts Handling
- Sanitizing Tools
- Glue Pulling Systems
- Door Skin Repair
- Tool Storage



**Visit us at Booth # 35225**

**KillerTools.com | 800.369.4262**

**LAST DROP**  
W R E N C H

Life is messy...  
your oil change shouldn't be.

**SEMA SHOW**  
WWW.LASTDROPWRENCH.COM  
BOOTH #36187



LITESPEED RACING

5452 Tattershall Ave.  
Westminster, CA 92683 USA  
+1-310-995-2127  
www.litespeedracing.com

SEMA Show Booth #20133

Litespeed Racing manufactures and sells some of the world’s lightest custom-made wheels for street and race cars. Each wheel is custom-made and can be made from ultra-lightweight forged magnesium, aerospace-grade forged aluminum and even full carbon fiber, starting at only 14 lbs. for 20 in.

Patrick Warren  
CEO  
+1-310-995-2127  
patrick@litespeedracing.com





**LITESPEED RACING**  
ULTRA LIGHTWEIGHT WHEELS

WHEEL SHOWN: RS5 TRACK SPEC  
FORGED MAGNESIUM IN CANDY RED

**LIGHTER • FASTER • RACE PROVEN**  
BESPOKE PERFORMANCE WHEELS STARTING AT 15 POUNDS FOR 19 INCH.  
CARBON FIBER • FORGED MAGNESIUM • FORGED ALUMINUM.

LITESPEEDRACING.COM    310-995-2127 (CALL OR TEXT)    IG: @LITESPEEDRACING

LIVERNOIS MOTORSPORTS AND ENGINEERING LLC

2500 S. Gulley Rd.  
Dearborn Heights, MI 48125 USA  
+1-313-561-5500  
www.livernoismotorsports.com

SEMA Show Booth #22718

Retailer/manufacturer specializing in late-model Ford, General Motors and Chrysler performance parts, plus e-commerce and an installation center.

Andrew Ricketts  
Shop Manager  
+1-313-561-5500  
aricketts@livernoismotorsports.com

Tom Millen  
General Manager  
+1-313-561-5500  
tmillen@livernoismotorsports.com

Dan Millen  
General Manager  
+1-313-561-5500  
dmillen@livernoismotorsports.com





**INDUSTRY TRUSTED.  
PROVEN PERFORMANCE.**

**COMPLETE ENGINES & CYLINDER HEADS**

Shortblock & Longblock



**PERFORMANCE UPGRADES**

Tuners / Cold Air Intakes / Exhaust



313-561-5500 | LivernoisMotorsports.com |    



## MAGNUSON PRODUCTS

1990 Knoll Dr., Ste. A  
Ventura, CA 93003 USA  
+1-805-642-8833  
www.magnusonsuperchargers.com

### SEMA Show Booth #24567

Magnuson is the premium performance choice for supercharger systems with more than 50 years of experience designing, developing and manufacturing them. Our products produce the same OEM-like drivability and reliability you've come to expect from your vehicle, while delivering a massive boost in performance.

#### Todd Payne

Director of Sales  
+1-805-639-8346  
tpayne@magnusonsuperchargers.com

# MAGNUSON

SUPERCHARGERS

## MALCO AUTOMOTIVE PRODUCTS

361 Fairview Ave.  
Barberton, OH 44203 USA  
+1-330-753-0361  
www.malcoautomotive.com

### SEMA Show Booth # 53065

Malco Automotive is a global manufacturer of professional-grade detailing products, accessories and shop service chemicals. Founded in 1953, Malco proudly services more than 70 countries and strives to be "our customers' best partner" by bringing high-quality products to the global automotive market.

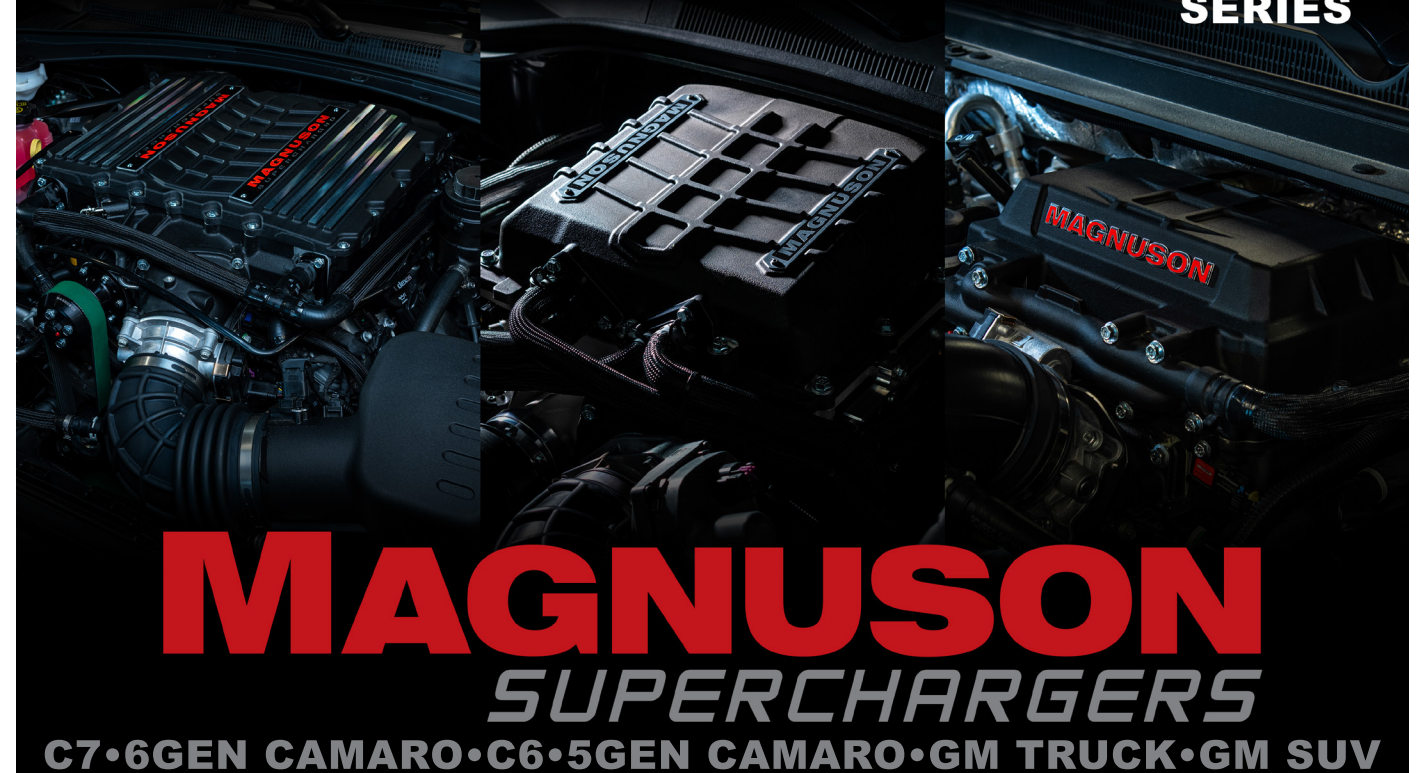
#### Louis Vernon

International Sales Manager  
+1-330-777-8281  
louis.vernon@malcopro.com



THE CHOICE  
OF THE PROS®

## INTRODUCING MAGNUM PERFORMANCE SERIES



*Providing the automotive industry with professional  
grade cleaning and detailing products to bring out  
a vehicle's brightest shine since 1953.*



THE CHOICE OF THE PROS®



Visit us  Booth  
#53065



 malcoautomotive\_global

 malcoautomotive\_global

www.malcoautomotive.com





## McLEOD RACING LLC

1570 Lakeview Loop  
Anaheim, CA 92807 USA  
+1-714-630-2764  
www.mcleodracing.com

### SEMA Show Booth #22431

McLeod Racing LLC is a leading global supplier of clutch kits, clutch components, hydraulics, flywheels, bellhousings and other performance driveline products. McLeod is proud to have been providing cutting-edge products and industry-leading service to the world's foremost performance automotive, light-truck and racing enthusiasts for 50 years. For more information regarding premium high-performance driveline products from McLeod Racing, visit [www.mcleodracing.com](http://www.mcleodracing.com).

#### Bob Scheid

Director of Business Development  
+1-440-479-1148  
[bobs@mcleodracing.com](mailto:bobs@mcleodracing.com)



## MEK MAGNET LLC

San Diego, CA USA  
+1-800-858-1794  
[www.mekmagnet.com](http://www.mekmagnet.com)

### SEMA Show Booth #25036

MEK Magnet pioneering removable trail armor since 2016. You wouldn't carry your phone without a case—why hit the trails without trail armor?

#### Monika Kalenski

President and CEO  
+1-858-752-8687  
[monika@mekmagnet.com](mailto:monika@mekmagnet.com)





**ONE-STOP-SHOP  
FOR DRIVETRAIN**  
**American & International**

Performance Engineered Driveline Components

**Twin Disc Clutches**



**Drivetrain Parts**



**Single Disc Clutches**



**TREMEC Transmissions**



**TKX**

**WE  
EXPORT!**

**MCLEODRACING.COM**

## MEK MAGNET

Removable Trail Armor



**YOU WOULDN'T CARRY YOUR PHONE WITHOUT A CASE,  
WHY HIT THE TRAILS WITHOUT TRAIL ARMOR?**



**DEPENDABLE, HIGH-PERFORMANCE PROTECTION FOR  
YOUR RIG, ALUMINUM AND ALL!**

**SEMA  
LAUNCH PAD  
SEMI-FINALIST  
2021**



## PAINLESS PERFORMANCE PRODUCTS LLC

2501 Ludelle St.  
Fort Worth, TX 76105 USA  
+1-817-244-6212  
www.painlessperformance.com

### SEMA Show Booth #22526

Painless Performance Products has been providing car enthusiasts with painless solutions to automotive wiring since 1990. Chassis wiring harnesses, EFI swap harnesses, electrical switches, panels, relay kits, protective loom and more. We don't just make wiring, we make Painless Wiring.

#### Krista Benefield

CEO  
+1-817-244-6212 x1031  
kbenefield@painlessperformance.com

#### Eric Cowden

Vice President of Engineering  
+1-817-244-6212 x1024  
ecowden@painlessperformance.com

#### Andrew Erichsen

Sales and Marketing Director  
+1-817-244-6212 x1010  
aerichsen@painlessperformance.com



## PARETO POINT INDUSTRIES

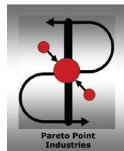
28625 S. Western Ave. #223  
Rancho Palos Verdes, CA 90275 USA  
+1-323-726-2199  
www.paretopoint.com

### SEMA Show Booth #57032

Pareto Point Industries, a minority-, veteran-owned company, develops and sells award-winning, affordable advanced filtration systems that finely clean lubricating oil to 2 microns. The systems, designed for vehicles, equipment and certain other applications, provide better performance, longer engine life, improved mileage, extended service intervals and a smaller environmental footprint. Easy to install with no moving parts and requiring no engine modifications.

#### Dr. Bob Hammer

CEO  
+1-323-726-2199  
info@paretopoint.com



**PAINLESS**  
**PERFORMANCE PRODUCTS**  
AMERICAN MADE - AMERICAN PROUD  
SINCE 1990

Whether it be hot rod, street rod, muscle & classic car, or universal wiring harnesses and accessories, Painless has your classic car, truck, off-road rig, or race car covered.

1990-2021  
**31**  
YEARS OF EXCELLENCE  
**PAINLESS**  
PERFORMANCE PRODUCTS

800.423.9696  
PAINLESSPERFORMANCE.COM

Facebook, Instagram, YouTube icons

## BULLETPROOF YOUR ENGINE!

HIGHER ENDURANCE, RELIABILITY,  
COOLING, LONGEVITY & SAVINGS

*TopDog-V: A Parallel-Flow*

*Advanced Oil Filtration System*



Pareto Point  
28625 S. Western Ave. #223  
Rancho Palos Verdes, CA

IDEAL FOR OFF-ROAD AND WORKING VEHICLES  
TOPDOG-V BACKS UP YOUR FACTORY FILTER BY  
REMOVING ABRASIVE DEBRIS TO 2 MICRON:

- FIGHTS OIL DIRT INGESTION
- REDUCES ENGINE/PARTS WEAR
- SUSTAINS PERFORMANCE
- REDUCES DOWNTIME/REPAIRS
- EXTENDS OIL/FILTER PERFORMANCE
- INCREASES FUEL MILEAGE

THE AWARD WINNING TOPDOG V:

- INSTALLS FAST WITH NO ENGINE MODIFICATIONS
- ADDS ENGINE OIL VOLUME (ADDED COOLING)
- ADDS YEARS OF HIGHER PERFORMANCE TO YOUR ENGINE LIFE
- QUICK PAYBACK
- SAVE WHILE SAVING THE ENVIRONMENT
- A DONALDSON COMPANY TECHNOLOGY PARTNER

US Patent No. 8,945,400, No. 9,109,478; Others Pending

www.paretopoint.com (323) 726-2199 info@paretopoint.com



PITTMAN OUTDOORS

650 S. Jefferson St., Unit D  
Placentia, CA 92870 USA  
+1-657-275-9100  
www.pittmanoutdoors.com

SEMA Show Booth #56185

James Pittman, founder of Pittman Outdoors, owns the first utility and design patents issued for air mattresses that are fit for truck beds. An outdoor enthusiast and avid camper, he set out to design and manufacture a mattress which would offer a more comfortable night's sleep. The result was AirBedz...The Original Truck Bed Air Mattress.

**James Pittman**  
President  
+1-657-275-9100  
jpittman@truckairbedz.com

**Christine Ott**  
Sales Manager  
+1-760-751-2675  
christine@pittmanoutdoors.com

**Michael Juarez**  
Controller  
+1-657-275-9100  
michael@pittmanoutdoors.com



PML INC.

201 W. Beach Ave.  
Inglewood, CA 90302 USA  
+1-310-671-4345  
yourcovers@pml.com (sales and tech support)  
www.yourcovers.com

SEMA Show Booth #21262

PML designs, manufactures and sells sand cast aluminum valve covers, differential covers and transmission pans. We have been in business since 1986. Our choice to enter the automotive market was a conscious decision to do what we love. We focus on traditional designs, top-quality construction and great customer service. PML products are made in the U.S.A.

**David Tolin**  
President  
+1-310-671-4345  
david@pml.com





## PRW INDUSTRIES INC.

1722 Illinois Ave.  
Perris, CA 92571 USA  
+1-951-436-7900  
<https://prw-usa.com>

### SEMA Show Booth #24120

Founded in 2004, PRW Industries Inc. has become a leader in manufacturing and distributing high-quality engine parts for recreational, street, high-performance and extreme-duty racing applications worldwide. Visit us at [www.PRW-USA.com](http://www.PRW-USA.com).

#### Bill McGloghlon

President  
+1-951-436-7900  
[bill.mcg@prwnetwork.com](mailto:bill.mcg@prwnetwork.com)

#### Aaron Hahn

National Sales Director  
+1-951-436-7900 x208  
[aaron.hahn@prwnetwork.com](mailto:aaron.hahn@prwnetwork.com)

#### Tara Garza

Operations Manager  
+1-951-436-7900 x209  
[tara.garza@prwnetwork.com](mailto:tara.garza@prwnetwork.com)

#### Mike Purugganan

Director of Marketing  
+1-951-436-7900 x253  
[mike.purugganan@prwnetwork.com](mailto:mike.purugganan@prwnetwork.com)



## RACE WINNING BRANDS

7201 Industrial Park Blvd.  
Mentor, OH 44060 USA  
+1-440-951-6600  
[www.racewinningbrands.com](http://www.racewinningbrands.com)

### SEMA Show Booth #23027

Race Winning Brands (RWB) is the leading manufacturer of automotive and powersports high-performance components, from rotating assembly components to engine blocks, RWB's prominent brands include JE Pistons, Wiseco, Dart Machinery, Manley Performance, Diamond Pistons, K1 Technologies, Trend Performance and more. RWB serves racers, enthusiasts, and distributors alike and is headquartered in Ohio with strategic locations throughout the United States, Canada and Europe.

#### Scott Highland

Director of Powersports  
+1-440-951-6600 x3154  
[shighland@rwbteam.com](mailto:shighland@rwbteam.com)



**LEADING MANUFACTURER**  
**OF HIGH-PERFORMANCE ENGINE COMPONENTS**

RWB proudly helps fuel a worldwide passion for horsepower with diverse and dedicated teams in North America and Europe serving race-winning products to racers, builders, and enthusiasts around the globe.



US HEADQUARTERS: 440-951-6600 7201 INDUSTRIAL PARK BLVD. MENTOR, OH 44060

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



**RADFLO SUSPENSION TECHNOLOGY INC.**

10840 Talbert Ave.  
Fountain Valley, CA 92708 USA  
+1-714-965-7828  
www.radflo.com

**SEMA Show Booth #57167**

Radflo Suspension Technology Inc. designs, engineers and manufactures high-end, custom-built suspension components. Their shocks are manufactured 100% in-house at their Southern California headquarters. Keeping production under their roof allows Radflo to build everything from OE replacement shocks to custom shocks for the most extreme rock-bouncers, rock-crawlers and other off-road applications.

**Glenn Classen**  
President/Owner  
+1-714-965-7828  
gclassen@radflo.com

**Kirsten Classen**  
HR/Office Manager  
+1-714-965-7828  
kclassen@radflo.com

**Kyle Martin**  
Sales and Marketing Manager  
+1-714-965-7828  
kyle.martin@radflo.com



**RIDETECH**

350 S. St. Charles St.  
Jasper, IN 47546 USA  
+1-812-481-4787  
www.ridetech.com

**SEMA Show Booth #22697**

Ridetech is a manufacturer of high-performance aftermarket suspension products, including coil-overs, air ride, OE upgrade components, load-leveling systems and accessories. Ridetech specializes in muscle cars, sport trucks, sports cars, hot rods, commercial and defense systems.

**Greg Fuesler**  
Ridetech Sales Manager  
+1-812-481-4787  
greg@ridetech.com



go. explore.

**radflo**  
SUSPENSION TECHNOLOGY

**built-to-order**

RADFLO MANUFACTURES EACH SHOCK FROM RAW MATERIAL TO FINISHED PRODUCT 100% IN-HOUSE! EACH SHOCK IS BUILT TO ORDER AND TUNED FOR YOUR USE.



BESPOKE **AMERICAN MADE** SHOCKS FOR MOST POPULAR OE APPLICATIONS, OFF-ROAD TRUCKS, BOUNCERS, CRAWLERS, BUGGIES AND MORE!



radflo.com



**ridetech** ÷ **25** YEARS

Suspension Experts  
**Since 1996**

**NEW**



**RIDEPRO e5**  
**Air Suspension Control System**



**Booth 22697**



SEA FOAM INTERNATIONAL INC.

812 Burlington Dr.  
Bismarck, ND 58504 USA  
+1-701-751-7363  
www.seafoamworks.com

SEMA Show Booth #20034

Sea Foam International Inc., a sister company to Sea Foam Sales Co., manufactures and sells Sea Foam products for sale outside the United States. The flagship product is Sea Foam Motor Treatment, a multi-system additive that may be introduced into the induction system, fuel tank and crank case. It helps internal-combustion engine end-users eliminate the three most deadly threats to their engines: friction, moisture and carbon residue.

**Michael L. Wagner**  
CEO  
+1-701-751-7363  
m.wagner@seafoami.com



STINGER CHEMICAL

1100 Pleasantville Dr.  
Houston, TX 77029 USA  
1-888-STING-IT/+1-888-784-6448/+1-713-227-1340  
www.stingerchemicals.com

SEMA Show Booth #53075

Stinger Chemical is one of the most dynamic automotive chemical companies in the country. We are proud to manufacture a complete line of automotive service and aftermarket chemicals for the car care professional, including reconditioning products, car wash chemistry and automotive chemistry. From the exterior to the interior components of your vehicle, we have you covered. Discover the incomparable Stinger Chemical difference.

**Kate Almanza**  
Sales Optimization Manager  
+1-713-227-1340 x1403  
+1-832-877-0291 cell  
kate@stingerchemicals.com





# HELPING ENGINES RUN BETTER & LAST LONGER *AROUND THE WORLD*



SEA FOAM INTERNATIONAL INC.  seafoami.com  info@seafoami.com  701•751•7363



## PROFESSIONAL AUTOMOTIVE CHEMISTRY CAR WASH | DETAIL | ADDITIVES

# Over 30 years in the industry and more than 300 PRODUCTS READY FOR YOUR BUSINESS

Our products are proudly made in the USA  
distributed nationwide and worldwide.

www.stingerchemicals.com





SUPREME SUSPENSIONS INC.

Los Angeles, CA USA  
+1-888-810-6791  
www.supremesuspensions.com

SEMA Show Booth #13041

Based in Los Angeles, California, Supreme Suspensions is a proud manufacturer and supplier of premium automotive aftermarket products since 1991. Our fine heritage includes competitive off-road racing, research and development, and dedicated ASE-certified technical support. Supreme Suspensions parts are backed by a limited lifetime guarantee. We are proud of every product we make and support. This embodies the Supreme Suspensions brand.

**Sean Bremner**  
Wholesale Account Manager  
+1-626-215-8440  
sean.b@supremesuspensions.com

**Christy Hill**  
Controller  
+1-562-884-3107  
christy@supremesuspensions.com



THERMALBLADE LLC

130 Main St.  
Muncy Valley, PA 17758 USA  
+1-570-772-1006  
www.thermalblade.com

SEMA Show Booth #50129

ThermalBlade sells state-of-the-art heated windshield wipers. Our patented technology created a thermodynamic reaction in which our windshield wipers heat up and prevent the buildup of ice during travel in incimate weather conditions. Now, our new subscription package offers year-round protection at an affordable price. Visit our website today at thermalblade.com for more information.

**Harry Kleinsasser**  
Founder and CEO  
+1-570-772-1006  
harry@thermalblade.com

**Troy Mercer**  
Former General Manager  
+1-570-772-1006  
t Mercer@thermalblade.com

**Tiffany Clayton**  
Customer Service Representative  
+1-570-772-1006  
tiffany@thermalblade.com



QUALITY PRODUCTS. SUPREME PERFORMANCE.



LIFT KITS SPACERS RIGGING RECOVERY SHOCKS ARMOR

Established in Los Angeles, CA, Supreme Suspensions® is a proud manufacturer and supplier of premium Truck, SUV, UTV and ATV products. Supreme Suspensions® products are fabricated and machined in-house, in our 3 factories spanning 40,000 square feet and full of the world's finest industrial machines and professionals. From FLOW water jet cutting to precision HAAS machining, Miller TIG and MIG welding to polyurethane pouring, our people put forth their best professional efforts every day to make products with pride.





## TILTON ENGINEERING

25 Easy St.  
Buellton, CA 93427 USA  
+1-805-688-2353  
www.tiltonracing.com

### SEMA Show Booth #25256

Founded in 1972, Tilton Engineering has become a leading manufacturer of clutches, flywheels, bellhousing, hydraulic release bearings, starter motors, pedal assemblies and related components for racing and high-performance applications. Tilton products are engineered to provide the highest level of performance, reliability and value. These products are supported by experienced Tilton employees that pride themselves in providing excellent customer service.

#### Kirk Skaufel

Vice President of Sales & Marketing  
+1-805-688-2353  
sales@tiltonracing.com



## TIRE STICKERS & CEREBRUM SENSOR TECHNOLOGIES

8103 Orion Ave.  
Van Nuys, CA 91406  
+1-424-272-0321  
www.tirestickers.com

### SEMA Show Booth #43105, #42105

Tire Stickers develops, commercializes and manufactures patented products for rubber tires and other flexible surfaces. The company has two core lines: Aesthetics such as aftermarket tire lettering, and Functional such as tire barcodes, RFID and the innovative smart-tire sensor technology branded Cerebrum. Smart tire solutions include tire-mounted, IoT-enabled sensors that monitor tread depth, load and more.

#### Keith Ferry

CEO  
+1-424-272-0321  
keith@tirestickers.com



CHOSEN  
BY  
WINNERS  
SINCE  
1972



- Twin Plate High Performance Street Clutches
- Racing Clutches
- Bellhousing Kits
- Flywheels
- Hydraulic Release Bearings
- Pedal Assemblies
- Master Cylinders
- Reservoirs
- Proportioning Valves
- Balance Bars



tiltonracing.com

Booth  
25256

 **TIRE STICKERS**  
*Creative, Dynamic, Expression.*

(424) 272-0321

TireStickers.com  
Info@tirestickers.com

 **CEREBRUM**  
Innovative Smart Tire Technology

(424) 272-5262

CerebrumSensor.com  
Info@cerebrumsensor.com

NEW PRODUCT



AWARD WINNER

- + D.I.Y. tire lettering kits.
- + Fits any vehicle tire.
- + Custom tires with lettering
- + Custom designs or Licensed brands.



- + **TPMS ANY TIRE.**
- + Advanced tire analytics on any smartphone.
- + Monitor pressure, temperature, tread depth & more.
- + Track Mode to optimize vehicle performance.



## T-REX TRUCK PRODUCTS INC.

2365 Railroad St.  
Corona, CA 92878 USA  
+1-800-287-5900  
www.trextruckproducts.com

### SEMA Show Booth #57177

T-Rex Truck Products Inc. designs and manufactures the most unique and functional truck, Jeep and SUV products on the market with more than 2,000 items available through three distinct brands. T-Rex Grilles includes billet and LED grilles, ZROADZ Off-Road Products offers the best in overland racks and LED mounting brackets, and US Rack has America's toughest sport and contractor racks.

#### Ben Mizban

President  
+1-951-270-5388  
ben@trextruckproducts.com



## VENTRA TECHNOLOGY INC.

1578 W. San Bernardino Rd. #E  
Covina, CA 91722 USA  
+1-888-418-3833  
www.ventrainc.com

### SEMA Show Booth #12421

Ventra Technology is a leading provider of vehicle video recording and cloud-based remote video telematics for live viewing/GPS location to enhance safety and security anywhere in the world. Ventra cameras help auto enthusiasts and organizations with risk mitigation, document incidents and enhance overall safety.

#### Calvin Lin

Vice President of Sales  
+1-626-383-4151  
clin@ventrainc.com

ventra

**T-REX**  
TRUCK PRODUCTS

- TRUCK & JEEP OFF-ROAD PRODUCTS
- WIDE RANGE OF GRILLE FITMENTS
- WORK, SPORT & BED COVER RACKS

Logos: ZROADZ OFF ROAD PRODUCTS, T-REX GRILLES, U.S. RACK

(800) 287-5900 | www.trextruckproducts.com

ventra

Global Vehicle Video  
Recording Solutions,  
Remote Cloud Live  
View & Video  
Telematics

Logos: Google play, App Store

www.ventrainc.com | info@ventrainc.com | @ventrainc



## VP RACING FUELS

10205 Oasis St.  
San Antonio, TX 78216 USA  
+1-210-635-7744  
[www.vpracingfuels.com](http://www.vpracingfuels.com)

### SEMA Show Booth #24229

For nearly 50 years, VP Racing Fuels has fueled more race champions in every form of motorsports than any other brand. Our advanced technology and expertise have led to an exponential growth in VP's consumer product line, which includes fuel additives, lubricants, small engine fuel and more. The result of these successes has been a massive expansion in global distribution.

#### James McVey

International Sales Manager  
+1-830-285-0648  
[james.mcvey@vpracingfuels.com](mailto:james.mcvey@vpracingfuels.com)



## WAVETRAC DIFFERENTIALS

29 Journey  
Aliso Viejo, CA 92656 USA  
+1-949-362-8700  
[www.wavetrac.net](http://www.wavetrac.net)

### SEMA Show Booth #23422

Based in Southern California, Wavetrac is designed from a clean sheet using state-of-the-art knowledge and engineering to be a better differential than any other. It uses a patented design to improve grip in low traction conditions. Wavetrac gives quicker acceleration and faster cornering by driving both drive wheels instead of just one. And offers improved no-load performance compared to other helical gear differentials on the market.

#### Chris Shimonkevitz

Brand Manager  
+1-949-362-8700  
[chris@wavetrac.net](mailto:chris@wavetrac.net)



**VP Racing FUELS**

# MAKIN' POWER!

FUELS • COOLANTS • LUBRICANTS • ADDITIVES

Our Passion Is Your Performance.  
[vpracingfuels.com](http://vpracingfuels.com)

Learn how VP Racing can help boost your sales at booth #24229.

Expanding Internationally [VPRacingFuels.com/INTERNATIONAL](http://VPRacingFuels.com/INTERNATIONAL)

The advertisement features a collection of VP Racing Fuels products, including large blue and red fuel cans, smaller blue and red jugs, and various bottles of additives, displayed in front of a red and white sports car.

**WAVETRAC**  
differentials

BETTER TECHNOLOGY  
BETTER PERFORMANCE  
BETTER QUALITY

CONTACT US TO BECOME A DEALER / DISTRIBUTOR

[WAVETRAC.NET](http://WAVETRAC.NET) / [INFO@WAVETRAC.NET](mailto:INFO@WAVETRAC.NET) / 949.362.8700

The advertisement shows a black and red open-wheel race car on a track, with a large red gear icon in the background. In the bottom left corner, there is a detailed illustration of a Wavetrac differential housing and internal components.



## WILWOOD DISC BRAKES

4700 Calle Bolero  
Camarillo, CA 93012 USA  
+1-805-388-1188  
www.wilwood.com

### SEMA Show Booth #24743

A global manufacturer of brakes for motorsports and street performance, Wilwood also supplies custom OEM systems for military, agricultural, industrial, automotive and powersports clients. Their standard production part numbers are stocked by dealers in the United Kingdom, European Union and Australia, and ship worldwide. Expert engineers stand ready to solve unique challenges and develop, prototype and manufacture U.S.-made parts.

#### Steve Cornelius

Director of Sales & Marketing  
+1-805-388-1188  
scornelius@wilwood.com

#### Nicholas Elia

B2B Sales Group Manager  
+1-805-388-1188  
nelia@wilwood.com

#### Michael Hamrick

Events & Promotions Manager  
+1-805-388-1188  
mhamrick@wilwood.com

**DISC BRAKES**  
**wilwood**



**DISC BRAKES**  
**wilwood**

ENGINEERING INNOVATIVE BRAKING SYSTEMS SINCE 1977

For over 44 years, Wilwood Engineering has been designing and manufacturing high-performance disc brake systems, from pedal to pad, entirely in the USA.

Engineering, manufacturing, sales, R&D and worldwide distribution are all located within the 200,000+ sq. ft. headquarters based in Camarillo, CA.

DESIGNED - TESTED - USA MANUFACTURED

WILWOOD  
POLYMATRIX  
RACE-ONLY BRAKE FLUID  
X R

# SELL TO THE MIDDLE EAST

## MEET TOP BUYERS THROUGHOUT THE REGION

DUBAI, UAE AND RIYADH, SAUDI ARABIA



Turnkey package includes booth space, meals and hotel accommodations.

#### PARTICIPANTS WILL:

- Participate in briefings on doing business in the Middle East and protecting your intellectual property rights in the region.
- Learn what applications have products that sell and are in demand.

#### FIRSTHAND EXPERIENCE:

- Visit customizing shops.
- Meet with pre-vetted buyers.
- Exhibit in the SEMA Section at the Custom Show Emirates.

US GOVERNMENT GRANTS AVAILABLE FOR QUALIFIED COMPANIES.

**REGISTRATION NOW OPEN.**

**REGISTER AT [SEMA.ORG/MIDDLEEAST](https://sema.org/middleeast)**

**FOR MORE INFORMATION, CONTACT LINDA SPENCER AT [LINDAS@SEMA.ORG](mailto:LINDAS@SEMA.ORG).**







# SELL TO THE NORDIC REGION

**MEET TOP BUYERS FROM THROUGHOUT EUROPE INCLUDING THE SURROUNDING COUNTRIES OF DENMARK, FINLAND, NORWAY AND SWEDEN.**

Turnkey package includes meals and hotel accommodations.



## **PARTICIPANTS WILL LEARN ABOUT:**

- What applications have products that sell and are in demand.



## **FIRSTHAND EXPERIENCE:**

- Visit customizing shops.
- Meet with pre-vetted buyers.
- Explore the classic car and racing/performance scene.

U.S. GOVERNMENT GRANTS AVAILABLE FOR QUALIFIED COMPANIES.

**REGISTRATION OPENS APRIL 2022**

FOR MORE INFORMATION, CONTACT LINDA SPENCER AT [LINDAS@SEMA.ORG](mailto:LINDAS@SEMA.ORG).

