



## SPECIALTY EQUIPMENT MARKET ASSOCIATION

Founded in 1963, the Specialty Equipment Market Association (SEMA) serves as a leading voice for the specialty-automotive parts industry, which contributes nearly \$337 billion in economic impact to the U.S. economy, supports 1.3 million jobs nationally, and generates \$52.3 billion in parts sales annually.

The following are some of the programs and services that SEMA provides to its members and the aftermarket industry. For more information, visit [www.sema.org](http://www.sema.org).

- **SEMA Data:** The industry's largest product database with more than 650 brands, a collective inventory of more than 4.5 million parts, and an active network for more than 4,750 resellers. It serves as the central hub for product information in the specialty-automotive market, supplying manufacturers and resellers with continuing education regarding evolving product data standards, as well as a comprehensive set of online data management tools. More information: [www.semadata.org](http://www.semadata.org).
- **SEMA Education:** A fully customizable year-long program that focuses on leadership and skill development, networking, exploration of emerging trends, and industry best practices. More than 80 training sessions are held at the SEMA Show and throughout the year. More information: [www.sema.org/education](http://www.sema.org/education).
- **SEMA Garage:** The SEMA Garages in Diamond Bar, Calif., and Detroit, Mich., give SEMA Member businesses access to special high tech-tools and equipment needed to get products off the drawing board and into customer hands. The SEMA Garages are the only known facilities of their kind in the United States, offering services like 3D scanning, 3D printing, ADAS calibration testing, vehicle measuring sessions, and emissions testing and certification. More information: [www.semagarage.com](http://www.semagarage.com).
- **SEMA Government Affairs:** SEMA's Public and Government Affairs Office develops and maintains strong, positive relationships with representatives in the state legislatures and on Capitol Hill. The Association has helped establish state and federal automotive caucuses consisting of elected officials who are committed to supporting the automotive industry. Congressional visits are often arranged so that SEMA members can meet with their representatives and voice their concerns. More information: [www.sema.org/advocacy](http://www.sema.org/advocacy).
- **SEMA Market Research:** A go-to resource for research reports, data, and consultation on the specialty-equipment market, automotive trends, and consumer insights. Reports such as the SEMA Market Report, SEMA Vehicle Lifecycles Report, and SEMA Future Trends provide valuable insight to help members grow their business. More information: [www.sema.org/research](http://www.sema.org/research).
- **SEMA Membership:** SEMA offers business and individual membership programs that provide tools and resources to help businesses and individuals succeed, make smarter business decisions, become more strategic and targeted with promotions, save money, and network with key business and industry leaders. More information: [www.sema.org/membership](http://www.sema.org/membership).
- **SEMA Show:** The annual four-day event is the leading automotive trade show in the world, bringing together more than 140,000 professionals and enthusiasts. It attracts over 70,000 qualified buyers, 2,500-plus media representatives, and more than 2,400 exhibiting brands, including 500 first-time exhibitors, looking to connect and do business. More information: [www.semashow.com](http://www.semashow.com).

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