2012 SEMA Show Press Conference Schedule

2013 Schedule TBD

Tuesday, October 30, 2012	
8:00 - 8:50 am	SEMA: SEMA Award Breakfast -Announcing the Hottest Vehicles at the Show (Grand Lobby)
9:00 -9:20 am	KIA Motors America Inc.: Kia Bands Together with the World's Greatest Super Heroes (Booth 10809)
9:30 - 9:50 am	MagnaFlow Exhaust Products: MagnaFlow Revolver Truck Debut (Booth 23543)
10:00 - 10:20 am	Ford Motor Co.: Ford Motor Company Press Conference (Booth 22200)
10:30 - 10:50 am	General Motors LLC: Chevy Performance, Personalization & Capabilities (Booth 23743)
11:00 - 11:20 am	Toyota Motor Sales USA: Toyota Racing Dream Build Challenge (Booth 24801)
11:30 - 11:50 am	Hyundai Motor America: Hyundai Press Conference (Booth 24387)
12:00 - 12:20 pm	WD-40: Introducing the WD-40/SEMA Cares Foose '53 Ford F100 (Grand Lobby, Adjacent to SEMA Assoc. Center)
12:15 - 12:30 pm	Global Rallycross Championship: Series Announcement (Media Center)
12:30 - 12:50 pm	Automotive Racing Products Inc.: Pure Vision Martini Mustang Unveiling (Booth 22549)
1:00 - 1:20 pm	Lingenfelter Performance Engineering: Lingenfelter Debuts Production LTA Vehicles (Booth 24655)
1:30 - 1:50 pm	OPTIMA Batteries: OPTIMA® Batteries 2013 New Product Announcement (Booth 22755)
2:00 - 2:20 pm	BASF Corp.: BASF Unveils Foose Eldorado and Ringbrothers Camaro at SEMA (Booth 21455)
2:30 - 2:50 pm	Pioneer Electronics: Smartphone Connectivity Solutions & Product Introductions (Media Center)
3:00 - 3:20 pm	Nitto Tire U.S.A. Inc.: DJ Steve Aoki (Booth 43183)
3:30 - 3:50 pm	Hankook Tire America Corp.: Hankook Tire's Latest Innovations (Booth 43061)
4:00 - 4:20 pm	Pirelli Tire North America: Pirelli Green Performance for NAFTA (Booth 41021)
4:40 - 5:40 pm	Chrysler LLC: Even More From Mopar! (Booth 43131)

Wednesday, October 31, 2012	
8:00 - 8:50 am	HRE Performance Wheels: Breakfast -World Debut of New HRE Wheel Line & Supercar Unveiling (Booth 22359)
9:00 - 9:20 am	Classic Design Concepts: Reshaping Low Volume Vehicle Manufacturing (Booth 21335)
9:30 - 9:50 am	GoPro: GoPro New Product Announcement (Booth 20353)
10:00 - 10:20 am	CU-ICAR: CU-ICAR Deep Orange 3: The Next Big Thing (Grand Lobby, Vehicle Technology Center)
10:30 - 10:50 am	Sherwin-Williams Automotive Finishes: Ray Evernham Special Project Unveiling (Booth 10831)
11:00 - 11:20 am	- Source Interlink Media: Check Presentation to Carroll Shelby Foundation from SIM (Booth 12971) - TIA: Tire Industry Association Press Conference (Media Center)
11:30 - 11:50 am	Mobileye Inc.: Independent Lab Tests Confirm Effectiveness of Mobileye 560 Collision Avoidance System (Media Center)
12:00 - 12:50 pm	Text2Cars: Lunch Press Conference -Plug & Go Control for your GM Vehicle (Media Center)

1:00 - 1:20 pm	Chicago Pneumatic Tool Co. (Media Center)
1:30 - 1:50 pm	Formula Drift: Formula Drift 2012-2013 Press Conference (Media Center)
2:00 - 2:20 pm	MSD Performance: MSD Announces Wired Less EFI for LS Engines (Booth 23127)
2:30 - 2:50 pm	ODYSSEY Battery by EnerSys: ODYSSEY Battery by EnerSys Unveils New Product Line (Booth 24967)
3:00 - 3:20 pm	LINE-X Spray-on Truck Bedliners: LINE-X & West Coast Customs Debut 20th Anniv. Edition Vehicle (Booth 34135)
3:30 - 3:50 pm	Holman & Moody: Holman & Moody 50th Anniversary Mustang (Front of LVCC, Ford Out Front Area)
4:00 - 4:20 pm	- Texas Auto Media Association: Sixth Annual Readers Choice Awards (Media Center) - ASA Automotive Systems: Mobile Applications: The Future for Tire Dealers (Booth 40003)
4:30 - 4:50 pm	R.O. Writer/Progressive Automotive Systems: R.O. Writer Shop Management Software Announces Enhancements (Media Center)
5:00 - 5:50 pm	Kooks Custom Headers Inc.: Cocktails Press Conference -Kooks Releases a High Flow EPA Legal Race Cat! (Booth 21647)
Thursday, November 1, 2012	
9:00 - 9:20 am	- Drew Technologies Inc. (Media Center) - Navitech Co.: New Era of OEM Touch Navigation System and Monitors (Booth 11572)
9:30 - 9:50 am	- Nelson Glass Tools: Automated Auto Glass Removal Process (Booth 10274) - I-CAR: OEMS Turn to I-CAR: The Value of Training (Media Center)
10:00 - 10:20 am	REDTAIL Telematics: REDTAIL Telematics with Hessgen Inc. (Booth 11977)
10:30 - 10:50 am	- AE Distributing: AlphaNav Introduces Low-Cost In-Dash Navi Solutions (Media Center) - Green Mountain Monogram Inc.: Johny Rockstar Clothing New Product Launch (Booth 12148)
11:00 - 11:20 am	- e-Motion LLC: Advanced Digital Gauges and OBD2 Technology (Media Center) - Romeo Ferraris USA: Romeo Ferraris: from Italy to USA (Booth 25163)
11:30 - 11:50 am	Tropical USA Corp.: New era of cleaning (Media Center)
1:30 - 1:50 pm	- Ahwooga.com LLC: Online Automotive Marketplace (Media Center) - DoMore Truck Co. LLC: New Technology for Pickup Truck Access (Booth 34174)
2:00 - 2:20 pm	3D-HDUNO/High Definition Car Care: Detailing Made Simple (Media Center)
2:30 - 2:50 pm	Counteract C.P.R.: A New "Green" Profit Center For Rust Control & Paint Protection (Media Center)
5:15 - 6:00 pm	Bulldog Lighting-KC Hilites: Press Conference: Innovations Meets Tradition With the Bulldog Lighting/KC Hilites Merger (Silver 2 Parking Lot South of Ford Proving Grounds)