

2011 Global Media Awards

International Journalists Identify Products Their Readers Will Buy



■ California-based PLX Devices—the top vote getter in the 2011 Global Media Awards program poses with SEMA Senior Vice President of Operations Bill Miller (right). On winning eight awards from journalists on four continents, Paul Lowchareonkul, PLX president and CEO commented: “First and foremost we are honored to have received this many Global Media Awards. It feels great to be recognized by some of the leading international publications involved in the automotive aftermarket industry.” He noted that they are poised to take advantage of this international attention with PLX product distribution already in place in many key international markets.

A total of 150 SEMA Show exhibitors received international recognition for 257 new products released at the 2011 SEMA Show. This eighth edition of the Global Media Awards program brought together 26 top journalists from 12 countries. Each of them were given the difficult task of selecting 10 products from the Ideas Alive: New Products Showcase that they felt would resonate and appeal most to consumers in their home countries. After 1,850 new products were reviewed and the judges votes were tallied, PLX Devices came out on top with eight Global Media Awards, having received the nod from judges based in Mexico, Brazil and New Zealand as well as the United Kingdom and Sweden.

Other top winners included Auto Meter and Palmer Performance Engineering, each with seven awards, followed by Race Ramps and Smittybilt with six votes each. Included among the crop of SEMA Show exhibitors with international bragging rights were 21 first-time exhibitors. First-time Racing & Performance exhibitor OZMO Engineering garnered four votes—the highest among first-year exhibi-

tors—for its carbon-fiber intake manifold, which the winning firm noted was fully designed using the SEMA Technology Transfer program, allowing all prototypes to be made without any physical measurements being taken.

SEMA News talked to some of the journalists about the products they selected and why they believe they would sell especially well in their home markets.

The Americas: Brazil

Eduardo Bernasconi, Fullpower

- **Auto Meter Products, 5th Gen Camaro Mounting Solution:** “Chevrolet-Brazil is officially importing the vehicle to Brazil. It started a few months ago. Also, a lot of independent companies are bringing the car in. It’s becoming more popular and easy to find here, so some owners will modify it and begin with the new Auto Meter mounting solution.”
- **Auto Meter Products, Ultimate DL Playback Tach System:** “Brazilians are passionate about their cars, and they like to know what’s happening with the car. The DL Playback Tach system will help them find out all the information.”
- **Carriage Works Inc., Driving-Simulator:** “PlayStation and Xbox are pretty popular here. Brazil is one of the largest markets for them, and we have just a few companies that produce driving simulators. They don’t have mass production, and sometimes it is hard to get them right away. There is some space to grow in this segment.”
- **Mastershift, VW Sport Shifter:** “Volkswagen is the most modified brand in Brazil. This shifter will be a ‘must have’ part for any VW lover.”
- **Mastershift, Push Button Shifter:** “Automatic transmissions weren’t that popular until the last decade. Right now, everybody wants to drive a nice car with an automatic transmission. With the push-button equipment, they will be more fun to drive!”

- **Procar Seating by Scat, Classic Recliner:** “Right now, we’re facing some difficulties in finding nice seats. We have the Sparco ones—beautiful—but we don’t have a carbon-fiber one. The Procar seat with this finish can get attention and good sales numbers.”
- **Race Ramps/Brute Industries, Tow Truck Flatbed Extension Ramp and Flatstoppers:** “We can easily find ramps for motorcycle purposes but not for car and car-show purposes. Race Ramps showed so many different models that consumers could use in their garages or at car shows.”
- **Sprint Booster USA, Sprint Booster:** “Sprint Booster is something that consumers are looking for but just a few people know about. Some stores already have it, but we do not have a rep to make it popular. This equipment is easy to install and is the new consumer wish.”
- **Spyder Auto, Projector Headlight:** “I’ve chosen the Chevrolet Cruze one with LED. The Chevrolet Cruze is brand new in Brazil; it launched just two months ago. This product has a nice price, and consumers will modify it—for sure. These headlights will get attention.”

**Miguel Ricardo Puerta,
Carstereo/SuperSpeed/
Hot Rods Magazines**

- **Shutt Auto Accessories Inc., FTR-A FuelTech By Shutt Steering Wheel:** “Because it’s made of aluminum, it is extremely light and offers great grip action. It allows changing gears without removing the hands from the steering wheel. Performance fanatics will love it.”
- **Motor House Marketing, Corvette ZR1 Chronograph Watch:** “It’s a collector’s item—beautifully made—that makes everyone remember this classic musclecar.”
- **Classic Instruments Inc., V8 Speedster Series:** “Great style and finish if you want to impress hot-rod lovers.”
- **Auto Meter Products, Ultimate DL Playback Tach System:** “Clear and great visual to see numbers quickly and clearly.”



■ Auto Meter products were among the favorites of international journalists, winning seven awards from journalists in Germany, France, Brazil and Mexico. Pictured here is company representative Joseph Mills (left) and Bill Miller at the SEMA International Happy Hour.

- **Palmer Performance Engineering, DashCommand:** “Great idea to allow software to be installed in a device to check all performance (electrical, etc.), making shop owners and employees happier.”
- **Old Air Products Inc., IP-350:** “Nice way to keep cool. Simple, easily installed and nice style. Air can be distributed throughout the car without installing tubes.”
- **NRG Innovations, Wood Grain Steering Wheel With Hub:** “Was impressed with its style.”
- **Retro Manufacturing LLC, Retrosound Model Two Radio:** “Great way to integrate new technology to a classic-style radio when you want to keep the old-style look while taking advantage of modern devices.”
- **Mito Corp., Gentex Mirror With Prodigy One Navigation:** “Almost unnoticeable. Great idea to put a GPS system together with a rear-view mirror.”
- **iForged Performance Alloys/Forgestar Wheels, CF10 Rotary Forged Carbon:** “Fantastic style and technology. Innovative idea.”

Canada

**Kevin Willey,
Two Shoes Innovations**

- **ARB 4x4 Accessories, ARB Maximum Airflow Portable Compressor:** “Once people come

off the trail, airing back up is always an issue, and the market is flooded with poor methods of getting the tire back to road use. ARB has solved that issue, as one would expect from a market leader in off-road equipment. This is an all-in-one solution for getting back to highway pressures quickly, with the added bonus of knowing the same self-contained unit can power air tools should the requirement present itself. Air up with ease and help your friends who are waiting on tiny, inefficient pretenders. ARB has hit one out of the park again—as one would expect.”

- **Ark Corp., Arkpak:** “Arkpak had a winner with its last battery box/charger combination, a versatile power unit for almost any requirement, whether camping, fishing or hunting. The new battery box/charger changes the game with its display of time left in the charge or time left to full charge. This evolution of the original will provide for almost any power need at home or away. I have used the original during off-road expeditions since it hit the market, and I, for one, cannot wait to get the new model.”
- **Bracketron Inc., Twist360:** “Call me old school, but I just can’t seem to be able to hold on to a tablet and use it, too. Must be too used to having a screen in a laptop configuration. This bracket solves that issue for me and also allows for using a USB

keyboard—handy, that. The bracket will also allow for easy in-car mounting and using your tablet as a GPS with a screen large enough to actually see.”

■ **Bracketron Inc., Universal Tablet Headrest Mount:** “Keeping the kids entertained on long trips has always been a daunting task. That should no longer be an issue; just attach any tablet computer to the bracket, and the kids can watch all the movies they can stand. Great way to avoid the ‘are we there yet’ syndrome.”

■ **Mac’s Custom Tie Downs, Mac’s Jeep Box:** “Finally, someone has realized that in-vehicle secure storage can be done with aluminum. Big, heavy, steel boxes are not required, and the difference in weight may not be such a big deal at first glance, but it really adds up when you consider the gas savings over the life of the vehicle. I have shed more than 200 lbs. by changing out my steel storage boxes for aluminum in my off-road expedition vehicle. Lighter overall vehicle weight equals greater mileage and fewer visits to the pump. The addition of the tie-downs on the top is a real bonus. Very well thought out and well executed. All-American is an added bonus.”

■ **Motor City Products/US Speedo, Spotlight “Search”:** “No more hunting for a flashlight in the car: It’s in the lighter socket, right where you left it. (That almost sounds like something my wife would tell me.) Hard to say much more about a product that is handy when you need it and not lost in the bottom of a console or glovebox.”

■ **Omix-Ada/Rugged Ridge, Overhead Storage Console for Jeep:** “Easy to install, functional—something every Jeep owner should have. The net that covers the opening is actually big enough to enclose the contents, and the liner stops those annoying rattles. This overhead console is simply the best way to store those things we use most often and keep them within reach.”

■ **Sprintex Superchargers, JK Jeep Supercharger:** “I have to



■ Pleasant Grove, Utah-based Palmer Performance Engineering’s new DashCommand won seven awards at this year’s SEMA Show. Proudly showing off their success, company representatives posed with SEMA Vice President of Communications and Events Peter MacGillivray (far right).

admit that I saw the mini version in a shop a friend owns. His business has been in operation for decades, and he sells only the very best. So when he told me that a version for a Jeep was going to be unveiled at this year’s SEMA Show, I had to check it out. One never knows when just a little extra is going to be required from your Jeep engine, and the cool factor is way up there, as well. This supercharger has to be the easiest to install I have ever seen, coming complete with full instructions and definitely a driveway upgrade. Extra power and torque, both on-road and off-, is always a good thing.”

■ **Stone River Gear LLC, Lasered Damascus Ceramic Folding Knife SRG1TDL:** “I admit it: I am a knife guy. This folding knife is one of the best I have seen. Everything from the Lasered-Damascus-look case to the ceramic blade whispered to me. This knife is art, and it’s functional, too. This is a beautiful knife that anyone would be proud to own, I have to send a link to my wife. Hope she gets the hint. Simply superb.”

■ **Superwinch LLC, Tiger Shark 17500 Winch:** “Anyone who knows about off-road recovery will insist on a Superwinch. They work every time without fail in my experience during more than 25 years off-road. I cannot count the number of times ‘other’ winches have failed when trying to

recover a vehicle. With the 17500 winch, pulling power will no longer be a consideration.”

Mexico

Angel Alcalá, Supercar

■ **AFCO Racing/Dynatech, ‘11 6.4L Dodge Challenger Long-Tube Header System:** “This beautifully designed header is essential to the good performance of the SRT line of Challengers. It should increase the performance of this powerful motor in a drastic way. The car is very popular in Mexico, and this would be a great product in our country.”

■ **Auto Meter Products, Nostalgia Series Tri-5 Mounting Solution:** “This is a beautiful product that provides precision and control for correct engine readings—an essential feature on the racetrack as well as in everyday use. In addition, it’s perfectly built and has a very nice finish. This product provides the opportunity to rebuild a handsome and elegant dashboard for various custom car projects.”

■ **Baer Brake Systems, Full-Floating Rear End Conversion:** “The combination of engineering and the well-applied design gives the product efficiency, intelligence and esthetic attraction, representing all the functions that good brakes should have.”

■ **Billy Boat Performance, Performance Exhaust:** “An attractive

design and a fine finish can be seen in this beautiful escape [header] that is crucial to improve and make more efficient the performance of any vehicle. These products contribute to the fuel savings and clean sound operation of the motor as well as redefine and stylize it.”

■ **Dakota Digital Inc., VHX Hybrid Instrument System, '66-'77 Ford Bronco:** “For those classic models that are indispensable, correct readings and good illumination in conjunction with an attractive exterior design are of good taste. I liked the finished product a lot.”

■ **McGaughys Suspension, '09-'12 F-150 6.5-in. Lift Kit:** “With a beautiful and robust design, this product gives solidity and better performance to large 4x4 vehicles in addition to being apparently easy to install.”

■ **MSD Ignition, Atomic EFI:** “This is the perfect injection system for 4x4 off-road purposes. With sensational style and design as well as a great finish, this system increases the power and efficiency of much of the fuel usage and gives various improved advantages.”

■ **Nelson Racing Engines Inc., Patented Mirror Image Turbos:** “The turbo is one of the most intelligent tools for fuel efficiency. These twin turbos seem to be a great solution to the lethargy of a simple turbo, and they look great in the engine. They substantially increase the power of any engine, enabling take-off with spectacular torque.”

■ **PLX Devices Inc., XWave Sonic:** “Everything should be within an arm's reach, and this product places a simple, easy and portable instrument at your service inside your smartphone, giving you the capacity of an easy and instantaneous reading. Intelligent and accessible.”

■ **SLP Performance Parts Inc., High-Output Superchargers for Camaro/Corvette/GM Truck/Challenger and Mustang:** “This supercharger enables musclecars to really take off, turning them into super



■ Five different products launched by Smittybilt at this year's SEMA Show won Global Media Awards. Company representatives received their awards and posed for a picture with Bill Miller (right) at the SEMA International Happy Hour.

cars with incredible power. The torque achieved should be exceptional, and it can be used in various models—making it convenient and commercially popular. It would be a widely sold product in Mexico!”

Daniel Garcia Solis, V8 Musclecars

■ **Auto Meter Products, Universal 3 Gauge Mounting Solution:** “Observing the quality of restoration that some mechanics carry out in Mexico, I can assert that Auto Meter has earned a place in our market. Many use the brand for hot rods and street rods. Personally, I really like the aesthetics and definition offered by the indicators and, above all, the easy installation.”

■ **CFR Performance, Chevy Small-Block Complete Pulley, Bracket & Pump Set (LWP):** “This type of accessory with a chrome finish reflects without a doubt the great power that can be offered by the motor. I'm sure that consumers are calling a lot of attention to the aesthetics so that the automobile can look as good as possible. There are more and more restorers each day that are using these auto parts.”

■ **Intro-Tech Automotive Inc., Pitstop Furniture:** “I liked this product and think that it is very interesting. I see it as something new in the market because there are people

in business who want a very original chair or desk to attend to their clients. It has good appearance, yet it is still very comfortable.”

■ **Optima Batteries, Optima Chargers Digital 1200 Battery Charger:** “I want one of these chargers! I think that it will be very useful to have this tool in the car. It is a prevention method in case the battery dies. This happens a lot in camping. In addition, Optima is already a very recognized brand.”

■ **Specialty Auto Parts USA Inc./Proform, Chevy Orange Small-Block Engine Dress-up Kit:** “I love this type of product because it offers a great view and finish to the machine. As opposed to the common accessory, this auto brand reaffirms that the engine has remained restored with a spectacular look.”

■ **Specialty Wheel LLC, Artillery Wheel:** “The market for this type of product is growing, and there are more and more restorers and enthusiasts seeking auto parts that are light as well as new. That is to say, they are avoiding looking for old pieces that are oxidized. Now we can include products like this, adapted for small vintage trucks.”

■ **SuperSpare Tire Repair, SuperSpare Tire Repair:** “Upon selecting this product, I observed the following qualities: ingenious, reusable, comfortable, not dangerous and versatile. There

is a lot of comfort when inflating the rim and, therefore, a lot of risk is avoided when making the repair. It's an ecological product and well thought out."

- **TMI Products Inc., '64-'93 Mustang Pony Sport Seat Upholstery & Foam:** "There is an emerging Mexican market for this kind of product. We have many Mustang clubs that would love to find out that there are comfortable seats specifically designed for the Pony. Just buy it, and install it. There's nothing to restore—this seat looks brand new, like it came right from the dealership."
- **United Pacific Industries Inc., '70-'73 Camaro LED Taillight:** "I liked this accessory because it is a modern touch for a classic rearview mirror. I think that it gives a vanguard result by combining an antique with a modern look. In Mexico, many restorers will be attracted by this product."
- **Workshop Hero, a Division of Armor Protective Packaging, Metal Rescue Rust Remover Bath:** "This liquid is fabulous and very innovative because it gives you the ability to remove corrosion and rust from completely deteriorated car parts. I recommend it for our market because with this liquid, it won't be necessary to buy a new part."

Venezuela

Henry Pierini, AutoZulia

- **2Go Keyless, 2Go Keyless Push Button Start System:** "I like this because it is a product that can be adapted to any economy vehicle, but it is a technology that usually can be seen in high-performance or luxury vehicles. It is very practical in that you only need to use one button to start the vehicle."
- **Cap-Pack Truck Products LLC, Storage System:** "I like this product a lot because it is a compartment for additional cargo that is placed in the back of a small truck, but it doesn't affect the cargo capacity since it is added to the ceiling and occupies little space. It is ideal for those who like to store work tools. Excellent!"
- **Car-O-Liner Co., EVO:** "This is the ideal tool to modernize mechanical workshops and bodywork repair shops. It is practical, small and has



■ Tom Myroniak (left), SEMA vice president of member services, congratulates Michigan-based Race Ramps and poses with (from left to right) Bill Jonson, Tracy Depuydt and Jim Moberg, as the company accepts a total of six awards for three new products: the Tow Truck Flatbed Extension Ramp, 7-in. Trailer Ramp with a Flap Cut-Out and the Flatstoppers.

few elements, yet it is very useful when anchored to any point on a car and works with more comfort."

- **Custom Wheel Solutions, Nutek Concave Wheels:** "The design of this wheel is excellent for giving a more aggressive aspect to any car. It is a good option for the personalization of vehicles."
- **Extang/TruXedo/BedRug/Undercover, UnderCover Flex:** "I liked this product because it offers a cover on the rear part of the pickup in case one wanted to carry a load and protect it from climate conditions, but it can easily be folded in a few ways to occupy little space when you want to use the entire cargo space of the small truck."
- **Mito Corp., Gentex Mirror With Prodigy One Navigation:** "This is a very complete product that places the navigation in a very convenient position in the rearview mirror and at the same time serves as a compass and radar and is connected with emergency communication services. It is a great technological advance."
- **Optima Batteries, Optima Chargers Digital 1200 Battery Charger:** "I like it because it is a fast battery charger of practical size that helps extend the life of batteries and can still serve as a charger for other apparatuses, such as telephones and computers."
- **Palmer Performance Engineering, DashCommand:** "It seems

marvelous that a diagnostics team can read information from smartphones and computerized tablets. This means that they will save money, doing a scan of the vehicle in a portable way."

- **Tornador Tools, Z-020 Tornador Black:** "I like this product because it is an easy way to maintain a clean interior in a car with little effort. Nowadays, the car is very valuable property and, we can extend its useful life with products such as this."
- **Workshop Hero, a Division of Armor Protective Packaging, Metal Rescue Rust Remover Bath:** "It is good to include a product that cleans the oxide from certain parts of the car where it has accumulated over time. It takes maintenance into account, and that is a very important part of extending the useful life of cars."

Europe: France

Igor Subocz, ProRider Magazine

- **Ace Fuel Systems, Adjustable Fuel Injector:** "All-in-one system. Easy, fast and efficient if you need to modify your fuel pressure during testing, for example. Color bands are made to simplify your life. Simple idea with great results."
- **Auto Meter Products, Universal 3 Gauge Mounting Solution:** "At last, a universal system adaptable to every car, European

and American, with a simple and nice design. Easy to use!”

- **B&M Racing & Performance Products Inc., '10+ Mustang Auto Plate and Stick Kit:** “Old drag-style gear shift for modern sports cars. Great look and really nice design.”
- **Daystar Products International, Can Cam Fuel and Water System:** “An original way to carry your fuel. Cool design adaptable on many 4x4s and SUVs around the world. Original and fun idea for a product that is usually boring.”
- **Flex-a-lite Consolidated, Flex-a-chill Radiator Coolant Additive (POP):** “Smart idea for all of us who face cooling problems. Could be a technical solution for many problems. Smart and efficient product.”
- **Kindig-It Design, Patented Smooth Door Handles:** “Same opinion as the gear shift. Old-style design for modern-car solution. Change your design without mixing car brands. Could be adapted on every model. Nice and good-looking product.”
- **MAcarbon, Mercedes Custom Steering Wheel and Shift Paddle Extensions:** “Could be an aftermarket solution for Mercedes owners who don't want to spend all of their accessories money in one deal. Technical, efficient and nice-looking item.”
- **MGP Caliper Covers, MGP Caliper Covers:** “Creativity and design for a simple but original idea. For those who hate painted calipers (I do) and want an aesthetic solution with a simple method.”
- **RimPro-Tec Wheel Bands, Wheel Bands:** “At last a simple and quick solution to changing your wheel lip. No paint, no stickers, no wasting time. A good bargain for a fast solution. Easy to install for great-looking lips.”
- **SCT Performance, iTSX for iPhone:** “The first mobile smartphone solution to modify your engine program. Smart ideas for GM and Ford companies.”



■ U.S. Department of Commerce representative Peter Perez (left) presented SEMA Chairman Paul “Scooter” Brothers with an honorary certificate of appreciation. One of the five recipients of the Market Development Cooperator Program (MDCP) for 2011, SEMA will receive \$500,000 in matching funds over the next three years to support U.S. manufacturers that export automotive specialty-equipment products to booming emerging international markets.

Gerry Blynberg, ProRider Magazine

- **Rocket Racing Wheels, Rocket Strike:** “The best compromise in terms of design, quality and price.”
- **OZMO Engineering, Carbon Fiber Intake Manifold:** “Perfect design for a performance look.”
- **Kindig-It Design, Patented Smooth Door Handles:** “Nice, modern and smooth design for custom cars.”
- **Holley Performance Products, NASCAR Cup Spec EFI Throttle Body:** “Quality and performance: This is Holley.”
- **Fidanza Engineering Corp., Short-Throw Shifter for '10+ Camaro SS:** “Good sales for Camaros in France and Europe. I think it's a good product.”
- **Donz Wheelz/Rennen International, R8 Xtreme Concave Step Lip:** “Great design. Looks really nice for the European market.”
- **Coker Tire, Firestone Indy Tires:** “Really nice ‘vintage’ look for this tire.”
- **Billet Specialties Inc., Streamline Valve Covers:** “Billet Specialties always has really good products for hot rods and customs. Really smooth and cool ‘retro’ design for these valve covers.”
- **Baer Brake Systems, Full-Floating Rearend Conversion:** “Really good performance brakes with a nice design.”

- **B&M Racing & Performance Products Inc., '10+ Mustang Auto Plate and Stick Kit:** “The Mustang is the most popular American car in France, so this is a good product for this market.”

Germany

Gregor Hebermehl, Autonews

- **OZMO Engineering, Carbon Fiber Intake Manifold:** “This carbon-fiber intake manifold is not just an eye-catcher. With its high-tech material, it's perfectly in line with the current trend of light-alloy components in the automobile industry. The carbon-fiber intake manifold takes some weight off the suspension while lowering the vehicle's center of gravity. We also liked the high quality of the exhibited item.”
- **Superwinch LLC, Tiger Shark 17500 Winch:** “The Tiger Shark winch gave a high-quality impression that appealed to us. In addition, its 17,500-lb. pulling force—roughly eight metric tons—is sufficient for most applications. We also liked the rollers mounted above, below and to the right and left of the cable exit point, ensuring low-friction reel-in and pay-out of the cable.”
- **EWP Global Inc., Global Double Bank Grill:** “Men like BBQ grills—the bigger, the better. And men like tool chests—the bigger, the better. The Double Bank Grill combines both. What a concept!”

- **MAcarbon, Mercedes Custom Steering Wheel and Shift Paddle Extensions:** “We like the Mercedes custom steering wheel better than many of the steering wheels made by Mercedes. The steering wheel rim is nice and thick, which makes for a good grip. The carbon-fiber insert in the upper segment looks great, and the metal center position marking adds a stylish touch. We probably don’t have to explain why a steering wheel for Mercedes vehicles is likely to be especially popular in the German market.”
- **Palmer Performance Engineering, DashCommand:** “Being able to easily and clearly display relevant vehicle information on a tablet PC is something we find fascinating. It puts some data into the driver’s hands that would normally be available only to a service technician. Furthermore, any technically minded car owner will obviously want to know as much as possible about his or her vehicle and its potential. Especially in Germany, with its technically obsessed car enthusiasts, DashCommand could make many new friends.”
- **Mac’s Custom Tie Downs, Chassis Stabilizer:** “The Chassis Stabilizer struck us as a truly smart idea. Strikingly simple by design and just as easy to install, it reliably stabilizes cars hauled on a trailer—and we all know how hard air can be under high compression.”
- **Mastershift, Corvette Manual Transmission Paddle Shifter (C5/C6/Z06/ZR1):** “Toggle switches make our lives easier. Toggle switches installed on the steering wheel that move along with the steering motion are just mega fun. A great idea for Corvette owners—even in Germany there are quite a lot of them. We also liked the ergonomic switch design. We suggest placing particular emphasis on processing quality in series production—something essential for the German market.”
- **Monster Hooks Inc., Monster Hook:** “Technical equipment that works well usually looks good, too.”

This is definitely true for the Monster Hook, with its pleasing design and effective functionality.”

- **Bully Dog Technologies, 3-Stage Auto Nitrous Injection System:** “The three-stage injection system for diesel drag race cars does exactly what technology is supposed to do: deliver performance while making the driver’s life easier. We especially liked that the system is user-configurable and works automatically once the race has started. Plus the combination of the enormous diesel torque and nitrous injection should guarantee unequalled power in the race for the finish line.”
- **Intro-Tech Automotive Inc., Pitstop Furniture:** “A sleek desk chair for race enthusiasts—looks like this might just be the next hot-selling item. Younger race fans will be especially intrigued by this individualist chair. We think this is a really cool piece of furniture. Again, let me emphasize that ensuring excellent quality in series production is of the essence—otherwise Germany will be a tough market to conquer.”

Mathias Albert, VW Speed and Tuning

- **ARP Inc., Subaru EJ 2.0/2.5L Custom Age 625+ Head Stud Kit:** “Easy handling!”
- **Auto Meter Products, Universal Ecometer:** “Great because you can use it for a lot of cars!”
- **CORSA Performance, BMW Performance Exhaust:** “BMW in Germany is very popular, and the BMW driver loves outstanding design.”
- **Directed Electronics Inc., Viper SmartStart GPS:** “Good idea, especially for Eastern Europe.”
- **Fist Enterprises LLC, BIOSmart-Start:** “Good product for aftermarket sales. More comfortable than a key.”
- **inCarBite, iPad Detachable Case and Head Rest Car Mount:** “Good to use also in Europe.”
- **KW Automotive North America, KW Suspensions BMW M3 E46 (‘00-‘06) 3 Way Clubsport:** “Perfect technology for M3.”
- **MITO Corp., Gentex Mirror with Prodigy One Navigation:**

“No more problems with a monitor. Looks clean and easy to handle.”

- **RimPro-Tec Wheel Bands, Wheel Bands:** “Easy way to give a new design to existing wheels.”

Norway

Espen Skogen, Bil-Revyen

- **Big Time Auto Parts/Austin International Manufacturing Inc., BT431:** “This is a cool concept that provides custom car builders with a lot of flexibility, as the technology allows for all legally required lights to be in the same housing.”
- **CT Johnson Enterprises Inc./Deadbolt Products, Blockhead Trailer Coupler Lock:** “An elegant and clever product that should sell well all over the world. We’ve got thieves in Norway, too—and this protects your trailer while being easy to use and store.”
- **Directus, Prodigy One Pro—TCT System:** “This provides endless opportunities for innovative app developers. App-based in-car solutions are definitely something that’s going to get bigger and bigger—and this solution previews what is coming.”
- **Escort/Beltronics Radar Detectors, Escort Live!:** “We’ve had SMS-based solutions for radar warning in Norway for years, and they have been very popular. This is the future version of the text-message-based solution!”
- **GoPoint Technology, BT1 With Android:** “Any car enthusiast will need to decode error codes from time to time. With this product, we no longer have the need for bulky OBD cables!”
- **Kindig-It Design, Patented Smooth Door Handles:** “Any custom car enthusiast would love this product. I love the custom look and the ease of use. With this, you’ll easily get door handles that look like they took you forever to get right!”
- **Paladin Innovations, Rescue Bit:** “Any product that’s designed because the creator needed it himself is going to be good. If Rescue Bit is half as good as it looks, it will sell well in any market.”
- **Phoenix Systems LLC, Hose Candy Hose Skins:** “People

want a custom look to their hoses but way too often end up with blue Samco hoses. That's why we need Hose Candy."

- **RimPro-Tec Wheel Bands, Wheel Bands:** "As with Hose Candy, these do two things at once: protect the wheels and add to the looks. What's not to like?"
- **Rohana Wheels, RC5:** "Great wheel design that would suit an endless number of cars. The 20-in. is the go-to dimension in Europe right now for a bunch of cars, and these rims look absolutely fantastic."

Sweden

Johan Eriksson, *BilSport 19/ BilSport Classic Magazines*

- **Eagle Specialty Products Inc., 429-cid Chevy LS3 Stroker Kit:** "Building big horsepower on American motors—GM small-blocks in particular—has always been popular in Sweden. If this kit proves to be a more economical alternative to a complete 427ci motor, I believe it could be a hit."
- **Eibach Springs Inc., Multi-Pro-R2 Coil-Over:** "As in America, '92-'00 Honda Civics are popular as track-day cars. Today, owners tend to be a little older and/or willing to spend more money to increase handling performance with high-quality products."
- **Flaming River Industries Inc., '63-'68 Corvette Power Rack-and-Pinion Cradle Kit:** "Restoring classics to a state close to original but with technical upgrades has become increasingly popular. Products that allow improvement without cutting, welding or hammering on the original car and are easy to install would be interesting."
- **Hotchkis Sport Suspension, '11 Camaro Convertible Race Pack TVS Kit:** "The latest-generation Camaro will be exported to Europe and Sweden. It is already popular here, and while the coupe might sell in higher numbers, I expect that many future owners of the convertible, especially previous owners of a



■ **First time exhibitor OZMO Engineering won four global media awards at this year's SEMA Show for their new carbon-fiber intake manifold.** "We did not really know what to expect from our first SEMA Show," exclaimed first-time exhibitor Renate Kroghadl of OZMO. "We were blown away at the recognition the OZMO Engineering Carbon Fiber Manifolds got. It was absolutely fantastic to be chosen for an award, but when we saw it was actually four, wow, that was quite impressive. To be singled out by four media judges from different countries that thought our product was deserving of a prize, that was quite humbling. It was a great recognition for all the time and effort that was put into developing the manifolds and preparing for the Show."

coupe, will find this type of reinforcement appealing."

- **Lokar Performance Products, Drive-by-Wire Electronic Throttle Control (ETC):** "Demand for solutions that allow modern electronics in a 'home-built' vehicle seems to be up."
- **Mahle Motorsports, BMW M3 S52 3.2L E36 Engine Power-Pak:** "Aftermarket force feeding of BMWs is one of the most common performance modifications in Sweden, next to building Volvos and American muscle."
- **Phoenix Systems LLC, Hose Candy Barb Bites:** "A nice underhood touchup somewhere between original look and the bright, shiny route."
- **PLX Devices Inc., Multi Gauge Color DM100:** "Displays and gauges that integrate well in the dash will appeal to many who prefer an uncluttered cabin environment."
- **Sprintex Superchargers, MINI Cooper R52 and R53 Supercharger:** "Needless to say, a proper screw compressor is a major improvement over the standard Eaton. This kit appears to be of a high standard. Although this particular application might not sell in volume as kits for American cars, such as the Camaro and Mustang, MINIs enjoy some popularity in Sweden, and there should be a market for at least a few kits."
- **TMI Products Inc., Sport Seats '67 Chevelle:** "This is a product

in line with the increasingly popular form of resto-modding in Sweden: improving performance, handling, and comfort in a classic while keeping a standard-esque look."

New Zealand

Todd Wylie, *NZV8 Magazine*

- **American Autowire, '70-'74 Cuda/Challenger Classic Update Wiring Kit:** "There's a large following for the Challenger and Cuda in New Zealand, and almost all of them are modified in a style that would make a loom such as this a great asset to the owner/builders."
- **Drake Automotive Group, '65-'68 Ford Mustang Tri-Y Stainless Steel Headers-Part #C5ZZ-9430-SS:** "We find that most Mustang owners prefer bolt-on products to custom-made items. These headers offer the quality and performance of custom items but with the ease of being simply installed."
- **Eddie Motorsports, Billet Aluminum Under-Hood kit for '55-'57 Chevys:** "Here in New Zealand, '55-'57 Chevys are extremely popular, and this kit is a cost-effective way to dress your engine bay to make yours stand out from the crowd."
- **Link Engine Management USA, KnockLink G4:** "The KnockLink allows home tuners and professionals alike piece of mind to know that their

tune-up is safe. Its simple installation and self-calibration make it easier to use than any competitor product.”

- **MSD Ignition, Atomic EFI:** “The MSD name is trusted and highly regarded in New Zealand. Combine this with the ease of installation the unit offers and the ability to provide data acquisition, and you’re on to a winner.”
- **Plio Grip by Valvoline, Like90 Turbo Pad for Bumpers:** “No mess and no pouring solvents. The Turbo Pad makes life simple and saves time for the home DIY enthusiast or trade professional alike.”
- **PLX Devices Inc., Kiwi OBD2 to Smartphone Interface:** “The popularity of installing OBD2-based engines into older vehicles is rapidly growing, as is the number of vehicle owners who are willing to tune and diagnose their own vehicles. A product like this will be in high demand.”
- **Procomp Electronics, 289/302W Ford Downdraft Weber EFI Kit:** “The look of Weber carbs, the reliability of EFI and the sim-

licity of a ready-to-install package make this the perfect upgrade for Ford owners.”

- **Ron Francis Wiring, Express Series Switch Panels:** “Most race-car owners like to build their own cars. However, wiring is often the one part they outsource. A panel like this allows even novice auto electricians to get involved and do it themselves.”
- **Top Street Performance, LS Motor Fabricated Aluminum Coil Covers:** “LS engine conversions are becoming more and more popular. However, many owners don’t like the look of the exposed coil packs. These covers not only hide them but also give the engine an often-desired older look.”

Alastair Ritchie, Street Machine

- **BorgWarner Turbo Systems, Engineered For Racing 7163:** “Few people know that BorgWarner is the second-largest manufacturer of turbochargers in the world, most of which were supplied as an OEM product to manufacturers. So with

that level of experience applied to the company’s first aftermarket range with the EFR series last year, it proved to be an award-winning product. This year, BorgWarner has continued to refine an outstanding product with the EFR-7163 model, which is not only lighter but has also been made even more responsive. This makes it an industry-leading product.”

- **Braille LLC, Lithium Battery:** “Braille Batteries is a small company that I’ve been watching for some time. They have excelled in product quality, design and innovation with Lithium Ion technology and continue with this latest offering in the Intensity i34CX Lithium Battery. In New Zealand and Australia, there are no regulations in motor racing as to the type of battery to be used, and this product combines a very light weight with industry-leading battery performance—a combination that becomes extremely cost effective in the world of race-car construction.”
- **CFR Performance, Chevy Small-Block Complete Pulley, Bracket & Pump Set (LWP):** “Finally someone has combined a



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complete pulley, bracket and water pump set ready to simply bolt on to the über-popular small-block Chevrolet. With two finishes available at a very competitive price point, this takes the hassle out of matching the various products and brackets to suit the application.”

■ **EZ Connector Inc., EZS7-02:**

“Every year, someone comes up with an innovative way to redesign an everyday product that traditionally causes people grief. This standout product design from EZ Connector has produced a trailer-plug system that addresses the age-old issues, not only sealing both plug ends while not in use, but producing an O-ringed sealed and magnetically attached connection system. New Zealand and Australia have massive towing fleets—from boats and campers to horse floats—so perhaps this could become the new industry standard.”

■ **Haltech Engine Management Systems, ETC2 DBW Throttle Controller:**

“Haltech has a strong lineup of innovative engine-management products. This year, they are releasing a unique aftermarket standalone fly-by-wire throttle controller complete with two channels for twin throttle applications. This will allow for smoother tuning control via the Haltech engine management. I can see this application becoming especially useful during cold start-up mapping.”

■ **ICON Vehicle Dynamics LLC, '07+ Toyota FJ Cruiser/'05+ Tacoma Uniball Upper Control Arm:**

“The Toyota FJ Cruiser is a relatively new product in Australia and New Zealand, but the Tacoma (Hilux) is a very common off-road vehicle, many of which are used in competition applications. In these rigorous environments, the upper control arm has been a point of weakness in these vehicles, so an aftermarket product addressing this issue would be well received.”

■ **Link Engine Management USA, KnockLink G4:**

“Link Engine Management is a New Zealand company and is renowned for developing



■ SEMA President and CEO Chris Kersting (center) posed with Perry, Ohio-based Fidanza Engineering during the Global Media Awards ceremony. Representatives joining Kersting on the red carpet (from left) include Alice Wilson, Adam Olenchick, Jeff Jenkins and Ed “Blake” Burgy.

solid engine-management applications and tuning tools at a very reasonable price point. The KnockLink G4 should be another very popular road/racing product. As a standalone, easily installed tuning tool, it will self-calibrate and provide an instant strong visual warning to the driver that damaging detonation is occurring within the engine. Even with modern tuning and electronic engine-management systems and safe tunes locked in on a dyno, detonation can occur from something as simple as some bad fuel. This product detects the issue before any damage can occur.”

■ **MSD Ignition, Atomic EFI:**

“MSD is a longstanding popular electronic ignition brand in New Zealand and Australia. This new product has some excellent applications in not only the V8 tuning scene, but also the off-road scene. This package combines smooth electronic fuel injection and a quality throttle body in a bolt-on kit, complete with a handheld tuning module. Being standalone, it doesn't require additional PC programming. This system would be perfect for off-road applications where vehicles negotiating steep vertical inclines suffer from fuel starvation.”

■ **Ohlins USA Inc., R/T Porsche 997 GT3 RS:**

“Ohlins is renowned for producing some of the most technically advanced road and track shock absorber systems in the world. This year, they have produced an OEM bolt-on upgrade package to suit the popular road-going Porsche 997 GT3

RS and GT3 Cup race car used in New Zealand and Australia. The GT3 cup model is the weapon of choice in both Porsche GT3 Cup racing series. With the regulations in these series allowing aftermarket suspension, this new two-way adjustable product will provide an edge when combined with a knowledgeable tuning engineer.”

■ **OZMO Engineering, Carbon Fiber Intake Manifold:**

“One of the tastiest new products on the shelves this year was the OZMO Engineering carbon-fiber intake manifold, suited to the popular GM LS3/L98 engine. Beautifully crafted with long runners and port-matched CNC flanges and twin plenums and throttle bodies, this certainly stood out as a desirable product. Sure, it's not a cheap product, but quality never is. The fuelrail is cleverly integrated in such a way as not to be breached in the event of an NOS backfire.”

■ **Pro Comp/G2/Smittybilt/Rubi-con Express, Smittybilt All Element Ramps:**

“With off-road activities being so popular in New Zealand and Australia, the combination of variety in terrain and extremely changeable conditions can end in a situation where tires are no longer ideal and becoming stuck can be a relatively common problem for the inexperienced driver. These compact Smittybilt All Element ramps are a great idea to carry, especially if you are in a stock vehicle with no winch or in an area where there is little to winch off.” 🚙