

What can the Global Tire Expo do for YOU?

Plenty if you're here. Nothing if you're not. The **Global Tire Expo** is a huge part of the SEMA Show—an impressive show-within-the-show that gives you up-close access to exactly what you need. Make your plans now, and help yourself to all that GTE's got for you:

- ▶ **Great new products and ideas** to increase traffic, sales and profits.
- ▶ **Major tire manufacturers**, the important contacts you need.
- ▶ **The newest technology** for all your core markets: automotive, commercial, performance, OTR, retreading, recycling and more.
- ▶ **All the trends** that drive demand and keep you strong against growing competition.
- ▶ **The newest wheel designs and products** to help you capitalize on the #1 vehicle modification.
- ▶ **New suppliers and first-time exhibitors** launching their innovations.
- ▶ **Opportunities to add new profit centers** with high-margin truck, SUV and automotive accessories.
- ▶ **Free Education** specifically to help tire dealers run a better business.

Get up close and personal with all your best opportunities.

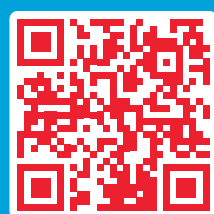
REGISTER BY OCTOBER 15 FOR ONLY \$25 (\$50 savings).

www.SEMASHOW.com/PURL-XXXXXXXXXXXXXXXXXX

Make the trip. Reap the rewards.

REGISTER BY OCTOBER 15 FOR ONLY \$25 (\$50 savings).

www.SEMASHOW.com/PURL-XXXXXXXXXXXXXXXXXX



SCAN CODE
to visit your
personal web
page and to
register today.

When it comes to delivering exactly what you need right now to drive sales and power your business, **nothing performs like Global Tire Expo—powered by TIA at the SEMA Show.**

GLOBAL TIRE EXPO
THERE'S NO PLACE LIKE IT.

SEMA
SHOW

Las Vegas Convention Center | Las Vegas, Nevada

Exhibit Days: Tuesday, Oct. 30 – Friday, Nov. 2, 2012

Education Days: Monday, Oct. 29 – Friday, Nov. 2, 2012

SEMA HEADQUARTERS
1575 S. Valley Vista Drive
Diamond Bar, CA 91765

INDICIA

The SEMA Show PERFORMS.

Up-close innovation. Technology in your face. New products and ideas to increase sales and power your business. **Get it fast.**

Las Vegas Convention Center | Las Vegas, Nevada

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GLOBAL TIRE EXPO
THERE'S NO PLACE LIKE IT.

SEMA
SHOW

Your customers want what's new.

Head to the **Global Tire Expo** at the 2012 SEMA Show. Because if you want the new trends, hot brands and innovative technology to fuel your sales and keep your customers coming back for more, nothing works harder for you than the tire and equipment industry's main event.

Get to **Global Tire Expo** at the SEMA Show. Give your customers what they want.

GTE at the SEMA Show PERFORMS.

If you're looking for ways to increase sales and grow productivity and profits, the smart money's on the Global Tire Expo—powered by TIA. Invest in a quick trip to Las Vegas. ***Put your money where your opportunities are.***

See it all up-close.

Easy access to the in-demand products and new technologies that are fueling the latest trends: airless tires; fuel-efficient tires; eco-tires; winter tires; UHP touring tires, high-performance street radials and so much more.

Get your hands on "hot."

Next year's big news on full display—product debuts and leading-edge innovation to satisfy your tech-savvy customers.

Connect with the right people.

230+ Global Tire Expo exhibits—all the big brands and top suppliers, plus up-and-comers and outside-of-the-box exhibitors you'll find only here.

Check out opportunities.

Thousands of crossover moneymakers—the widest range of performance products and appearance accessories, plus hands-on demonstrations and technical workshops to show you how to sell and install them.

Learn—for free.

High-level training from tire experts at TIA's information-packed seminars, in four tracks to deliver the topical answers, ideas and support you need right now.

Take it all in at the SHOW FOR TIRE PROS.

Action and excitement: celebrities, live-action proving grounds, lots of great networking with your peers—and 1,500 sweet custom rides to awe and inspire.

MAKE IT PERSONAL.

What crossover products are the best fit for your dealership? Get a first-hand, up-close look at the possibilities, and find the right products to add revenue and bring in more customers. Show sections organized by segment let you work your options side by side and make the right buying decisions.



Global Tire Expo
POWERED BY TIA



Restoration Marketplace



Wheels & Accessories



Mobile Electronics & Technology



Trucks, SUVs & Off-Road



Restyling & Car Care Accessories



Powersports & Utility Vehicles



Collision Repair & Refinish



Racing & Performance



Tools & Equipment



Hot Rod Alley



Business Services

THE SHOW FOR PROS



The SEMA Show is open exclusively to industry professionals, so pros like you get quality face-time with the exhibitors and brands you need to see.



Vegas is calling your name.

Take advantage of special discounted SEMA hotel rates for the best travel deals. Book your room through SEMA before October 8, 2012, and most resort fees are waived.