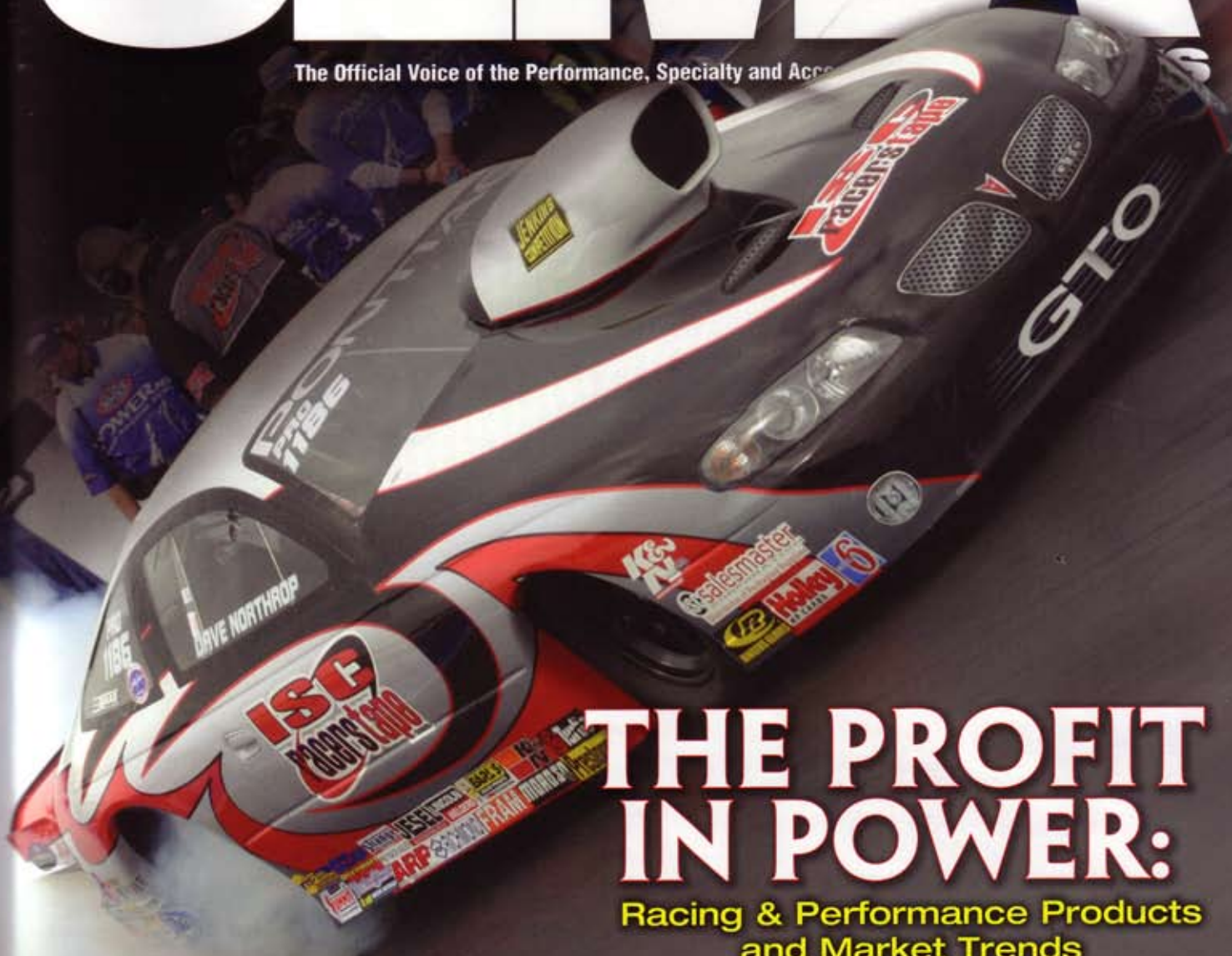


NEW MARKET STUDY: **HOW ACCESSORIES BOOST NEW CAR SALES**

# SEMA

The Official Voice of the Performance, Specialty and Accessory



## THE PROFIT IN POWER:

Racing & Performance Products  
and Market Trends

Plus

- ▶ How to Fast-Track Export Sales
- ▶ **Web Marketing:**  
The "Do Not Track" Backlash
- ▶ **Best Practices:**  
Preparing for Disaster

March 2011 VOL. 47/NO.03 www.semanews.com

\*\*\*\*\*AUTOMOTIVE\*\*\*\*\*  
SEMA0002252 M4750 01 MBR  
JASON BRUCE  
ADVANCED FLOW ENGINEERING INC.  
252 GRANITE ST  
CORONA CA 92879-1283  
5/212  
PERIODICAL





**AFCO/Dynatech**  
 '79-'04 Mustang Tubular K Member  
 800/632-2320  
 www.afabcorp.com  
 PN: 20022

Lightweight Mustang tubular K member. Available for Fox body Mustangs ('79-'93) and SN95 ('94-'04) models. A finite element stress analysis shows best weight-to-strength ratio on the market.



Establishing valuable competitive advantages—whether from better products, better service or exclusive offerings—is becoming more important as our customers are

exposed to more options for pursuing their interests. It is not enough these days to simply state claims. Customers will test and prove or disprove your products, and only those with proven performance will succeed. Forced induction delivers a very high value, with substantial performance gains, for a reasonably low total investment. The packaged performance approach is also gaining momentum. **Retailers should embrace new ways to connect with customers and guard against relying on what worked 10 years ago. The market and the customer have evolved, and so have the mechanisms customers use to find, research and purchase parts.** It is imperative to stay on the front end of this technology, but use discretion when evaluating new business.

Wasting precious efforts and marketing dollars on risky or low-probability ventures does not lead to sustained success. Focus on what you do best, and work to be the leader in your niche. Weak competitors will not make it through the next few years. You must plan for long-term, sustainable success and invest in what it takes to secure that vision.

—Brian Reese, Vice President  
 Product & Business Development  
 Comp Performance Group



**ATI Performance Products**  
 Super Damper for the Mitsubishi EVO 10  
 410/298-4343  
 www.atiracing.com  
 PN: 918253

ATI Super Damper for the Mitsubishi EVO 10.



**AFCO/Dynatech**  
 Tri-Y Dragster Header  
 800/848-5850  
 www.dynatechheaders.com  
 PN: 750-98510

Tri-Y headers for BBC dragsters. The 2¼ stepped to 2-3/8x4.50 collector design improves torque, resulting in faster acceleration and quicker e.t.'s.



**AFCO/Dynatech**  
 '05-Up Mustang Strut  
 800/632-2320  
 www.afabcorp.com  
 PN: 30023

Performance-bred design in a stock-looking strut. AFCO's S197 Mustang ('05-up) strut will replace the factory unit and provide many benefits.



**AFCO/Dynatech**  
 '10 Camaro Strut  
 800/632-2320  
 www.afabcorp.com  
 PN: 30024

High-performance strut targeted at the Camaro market. Enhance the handling of your Camaro with AFCO's road-gripping coil-over-ready strut.



**aFe-Advanced Flow Engineering Inc.**  
 Takeda Intake for Lexus IS-F  
 951/493-7100  
 www.afepower.com

This intake mounts to the factory bottom intake box. This intake produced 16 hp and 15 lb.-ft. torque and outflows the factory intake by 20%.



**AFCO/Dynatech**  
 '11 Mustang Long-Tube Header System  
 800/848-5850  
 www.dynatechheaders.com  
 PN: 722-74310

Stainless-steel long-tube headers and exhaust for V8-based engines. Mandrel-bent 1½ primaries; CNC laser-machined flanges; four-bolt ball-and-socket collectors with 3.00 X-pipe. Hardware and gaskets included.



**Air Flow Research**  
 TXR Modular Composite Intake  
 661/257-8124  
 www.airflowresearch.com  
 PN: 4801

Patented composite two-piece manifold runs 30° cooler, is 10 lbs. lighter and adds 15 hp over aluminum. Rubber gaskets for leak-proof sealing.