

NEW MARKET STUDY: HOW ACCESSORIES PERSUADE NEW-CAR BUYERS

SEMA

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Advanced Vehicle Technology:

THE FUTURE OF PERFORMANCE AND CUSTOMIZATION

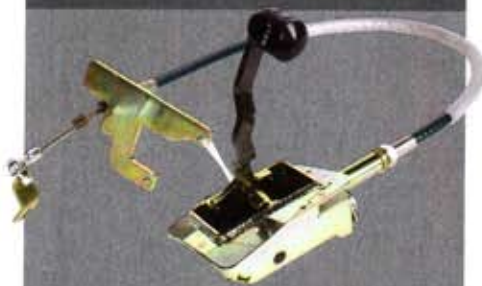
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PERIODICAL
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AUTOMOTIVE
SEMA0002252 M4750 03 MBR
JASON BRUCE
ADVANCED FLOW ENGINEERING INC.
252 GRANITE ST
CORONA CA 92879-1283

- **Light-Truck Market:**
Products, Trends and Opportunities
- **New Tools Enhance Twitter**
for Social Media Marketing
- **Media Frenzy:** Why Editors Like
MPMC Media Trade Conference

Runner-Up—Best New Off-Road 4-Wheel Drive Product



Advance Adapters Inc.
Deluxe TJ Cable Shifter
 800/350-2223
www.advanceadapters.com
 PN: 715543-231

Jeep TJ heavy-duty cable shifter designed to correct binding, hard shifts and slipping out of gear that is inherent when lifting a Jeep TJ.



Advance Adapters Inc.
Deluxe JK Cable Shifter
 800/350-2223
www.advanceadapters.com
 PN: 715543-241

Heavy-duty cable-operated system designed for the Jeep off-roader who is constantly shifting the transfer case in and out of its various ranges. The improved cable and mounting system offers both a durable and dependable system that is free of the easily worn-out factory shifting components.



aFe-Advanced Flow Engineering Inc.
Bladerunner Turbo Inlet Manifold for the Duramax LLY/LBZ/LMM
 951/493-7100
www.afepower.com
 PN: 46-60039

Increases air flow to the turbo of the popular Duramax LLY/LBZ/LMM and produces 9 hp and 23 lb.-ft. of torque by increasing intake air flow and volume.



AEM
2010 Chevrolet/GMC 5.3L Truck Intake
 800/992-3000
www.aemintakes.com
 PN: 21-8030

This is a new air-box intake from AEM. It is manufactured from high-density polyethylene and uses the AEM Brute Force oval filter.



aFe-Advanced Flow Engineering Inc.
Bladerunner Intercooler for Ford 6.4L Power Stroke
 951/493-7100
www.afepower.com
 PN: 46-20071

aFe Bladerunner intercooler uses MDV technology to outflow the factory intercooler by 74%, reduce intercooler temperatures by 200°F and reduce EGTs by 100°F.



aFe-Advanced Flow Engineering Inc.
Cummins/Duramax Differential Cover
 951/493-7100
www.afepower.com
 PN: 46-70011

The aFe differential cover has a 5-qt. lube capacity (factory cover holds 4 qt.), a magnetic drain plug, a magnetic tipped fill plug, built-in internal and external fins and a large oil-level sight glass with calibration plug set to the factory fluid level to eliminate overfilling.



Flex-a-Lite Consolidated
Radiator/Fan Combination-UTV Power Sports
 253/922-2700
www.flex-a-lite.com
 PN: 63115AU

Flex-a-lite now makes the Flex-a-fit universal radiator for the growing UTV market. These radiators are all aluminum and feature the patented Flex-a-fit extruded side tanks that increase surface area by 234% for more heat dissipation.



AEM
'10 Ford F-150 ETI Intake System
 800/992-3000
www.aemintakes.com
 PN: 41-1101C; 41-1101P

Intake system using the revolutionary AEM ETI in order to get the maximum gain from an F-150 without causing a check-engine light.



Auburn Gear Inc.
9½-Inch and 10½-Inch Limited-Slip Differential for Toyota Trucks
 260/925-3200
AuburnGear.com
 PN: 5420133

The Toyota 9½-in. and 10½-in. limited-slip differentials are designed to fit the Toyota Tundra 4.7L and 5.7L axles from '07-present. Will also fit earlier T-100, 200 Land Cruiser and Lexus LX 470 vehicles.

Runner-Up—Best New Van/
Pickup/Sport-Utility Product



RBP/Rolling Big Power,
a Division of Lexani
Logo Mud Flap
877/519-9090
www.rollingbigpower.com
PN: RBP4000
RBP logo mudflaps.



Westin Automotive
The Premier 6-in. Oval Side Bar
626/960-6762
www.westinautomotive.com
PN: 22-Series

Westin's new premier 6-in. oval side bar offers the largest step area for sure-footed entry into fullsize trucks and SUVs. Available in polished stainless steel and black powdercoated finish.



Bilstein Shock Absorbers
Bump Stops—2- and 3-in. Travel
800/537-1085
www.bilsteinus.com

Monotube bump stop assists in the smooth deceleration of suspension components for added control in off-road applications. Now available in 2- and 3-in. travel.



Warrior Products
JK Wrangler Steel Taillights
503/691-8915
www.warriorproducts.com
PN: 2970

A great replacement for your factory taillights. Almost every trail user has seen a broken plastic taillight at one time or another. This great solution provides a strong steel replacement that accepts standard grommet-mounted taillights and/or reverse lights.



Warrior Products
Alumi-Rollers Replacement Winch
Fairlead Rollers
503/691-8915
www.warriorproducts.com
PN: 2311

Designed to replace the steel rollers in a winch's existing roller fairlead. Cut from solid aluminum stock and CNC machined to a smooth finish. This smooth, low-friction roller kit is ideal for use with a synthetic winch line upgrade. Rollers are available in clear, red or black-anodized finishes.



Winch Solutions USA
Warrior EWX Extreme Off-Road Winches
+44-7767273919
www.warriorwinches.com
PN: EWX12000

Europe's best is now available in the United States. Fully sealed, stainless steel, integrated wireless remote. Performance in the most punishing environment.



aFe-Advanced Flow Engineering Inc.
Stage 2 Intake for '11 Ford 6.7L Super Duty
951/493-7100
www.afepower.com
PN: 54-11872

This Stage 2 cold-air intake from aFe outflows the factory air intake system by 67% over the factory intake and produces 26 hp and 80 lb.-ft. of torque over the factory intake.



Wattshocks
Wattshocks
928/855-4663
www.wattshocks.com
PN: WS4

A regenerative suspension technology that exploits a vehicle's own weight to create electricity for fuel savings, large electric loads or battery range extension.



Bilstein Shock Absorbers
5165 Series Reservoir Shock—12-in.
Short Body
800/537-1085
www.bilsteinus.com
PN: F4-BR5-H013-H0

A 46mm monotube shock absorber with a reservoir designed for custom fit and lifted light-truck and SUV applications.