

Beat: Automobiles

## **SEMA 2024: Specialty Equipment Market Association, Las Vegas (11/5/24 - 11/8/24)**

### **Annual Auto Accesory/Modifications Show**

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**USPA NEWS** - The Annual 2024 SEMA Show commenced from 11/5 to 11/8/24 at the Las Vegas Convention Center. The latest trends were the following: 1. Vehicles were staying on the roads longer; 2. Used-car Market remains historically high; 3. New Vehicle Prices have stabilized; 4. Car manufacturers were producing fewer entry-level vehicles; 5. Historically, large and mainstream automobile manufacturers were producing dependable vehicles; 6. National fleet of vehicles were at historic highs; and more importantly for the annual SEMA Show, 7. Specialty Equipment Aftermarket segment continued annual growth at an exponential level.

### **SEMA Show: Highlights and Premier Debuts for 2024**

The Annual SEMA Show is known for its premiers and introductions. Examples include the Ringbrothers, a Wisconsin based shop and supplier, premiered two (2) interesting modified vehicles. First was modifying the legendary 1987 Buick Grand National aptly named "INVADR". This beast of a machine took 5000 man hours to complete. The chassis was replaced with a custom roadster setup. The car now features: 4-link rear suspension with 3-way adjustable shocks, HRE rims wrapped with Michelin Pilot Sport Cup 2s, Brembo brakes with six-piston calipers, 3.8 liter V-6 twin turbo powertrain built by Duttweiler Performance producing a remarkable 1246 hp and 1000 lb-ft torque sent to the rear wheels with a 6-speed manual gearbox. Second, the Ringbrothers also introduced the modified 1970 Plymouth 'CUDA: "INFECTED". They transformed this to a color celebration, innovation and design. Also, the SEMA Show is known for its annual concept Vehicles and SUVs. An example was KIA's EV-9 three-row electric SUV concept called the "ADVNTR". This was a lifted EV-9 with a full suite of overlanding gear. It had a 3-inch lift and reinforced rocker panels, customer front and rear fascias and a custom roof rack.

### **Article online:**

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