

Automotive Answers

Specialty Equipment: Vehicle Accessories For Customized Cars

(NAPSA)—When it comes to purchasing a new car or truck, there are no limits to the imagination. That's because many display-model vehicles—as well as the ones shown in TV and print ads—can be accessorized and personalized so that virtually any vehicle can be turned into the car or truck of your dreams. Of course, some vehicles are better suited to be modified than others are.

One way to know which vehicles are best suited for accessorization, and to discover just what options are available for your new car, truck or SUV, is to check with the Specialty Equipment Market Association (SEMA). Each year, the trade group presents the SEMA Vehicle Design Awards to honor the most accessory-friendly vehicles of the year in four separate categories: Truck, Car, SUV and Hybrid.

Winning vehicles are chosen by SEMA member companies, who work year-round with automakers to develop and design aftermarket products and accessories for new vehicles.

"The SEMA Design Awards are becoming more exciting every year with the growing number of accessory-friendly vehicles and options now available for consumers," said John Waraniak, SEMA VP of Vehicle Technology. In recent years, automakers have been working closely with specialty-equipment manufacturers. "This alliance is resulting in amazing products and accessories, and they're hitting the market faster than ever before," Waraniak continued.

The 2008 SEMA Design Award winners are:

Truck: 2008 Nissan Titan

Full-size truck buyers traditionally accessorize more than the general populace, and those looking to do so will find that the new Nissan Titan is the perfect canvas



Nissan Titan



Cadillac CTS



Hummer H2



Chevy Tahoe Hybrid

for personalization. With more than 85 SEMA member companies already offering products and accessories for the truck, it's easy to see that the possibilities for personalizing this truck are endless. Take, for example, the bed, which is fitted with a channel system that features adjustable tie-down cleats and optional accessory racks, trays, dividers and storage.

Car: 2008 Cadillac CTS

The redesigned 2008 Cadillac CTS delivers on both the automaker's image and the promise of accessorization. While this vehicle is a rush right off the showroom floor, SEMA members are excited about the possibilities it presents for personalization. "It [the Cadillac CTS] offers a very customizable engine, as well as good styling and price for our carbon-fiber interior and exterior trim," said Doug Groh, president of 3G Services, who is one of many specialty-equipment suppliers offering products for this vehicle.

SUV: 2008 Hummer H2

When the H2 was first released, it was one of the most accessorized vehicles on the road. With a long list of products already available for the 2008 ver-

sion, the redesigned version is expected to be just as unique. Several distinctive packages make it possible for drivers to modify the vehicle to go off-road or resemble a stretch limo, depending on the driver's personal preference.

Hybrid: 2008 Chevy Tahoe

Since 1995, the Tahoe model name has withstood the test of time, offering durability, dependability, safety and comfort all wrapped up into one. Aftermarket manufacturers have taken notice and developed a long list of products for the newest version. Product offerings include springs, towing kits, racks, performance upgrades and more.

Complete lists of manufacturers offering products for the winning vehicles can be found at www.enjoythedrive.com. SEMA is the authoritative source for research, data, trends and market growth information for the specialty auto parts industry. The industry provides appearance, performance, comfort, convenience and technology products for passenger and recreational vehicles. Call (909) 396-0289 or visit www.sema.org for details on the association.