

newsworthy trends

Accessories Drive Auto Sales

(NAPSA)—A souped-up sports car may have more to do with a family-friendly minivan than you might expect.

That's because drivers ranging from gearheads to soccer moms now find creative ways to "trick out" their rides. For some, that means adding more horsepower through a modified engine, while for others, it means installing a DVD player so the kids will ride quietly to Grandma's house.

Whichever category you fall into, car sellers agree that auto accessories may help steer you toward certain vehicle models. So which model is best for you? That depends how you want to accessorize.

Here's a look at the Specialty Equipment Market Association's (SEMA) list of the most accessory-friendly vehicles for 2006:

Best SUV

Chevrolet's retro-style HHR was



The Chevrolet HHR was named the most accessory-friendly SUV.



The Dodge Charger was named the most accessory-friendly car.

named most accessory-friendly SUV. The five-passenger HHR provides a number of storage compartments and can be configured to haul a substantial cargo load.

"This all-new retro-look multi-use vehicle lends itself to many different styling directions. The aftermarket will have a heyday with this SUV, and die-hard GM fans now have their own little HHR cruiser to kick out," said David M. Gordon for Hamsar Diversco, Inc.

Best Car

The high-performance Dodge Charger was named the most accessory-friendly car. Available exterior accessories include wings, wheel flares, chin spoilers, fender portholes/vents, and hood scoops. Drivers can also find a variety of new wheels for their Chargers.

"The HEMI engine has the potential to draw a lot of attention to the Charger, but there are a lot of wheel and tire combinations you could put on it to give it different looks. It seems like a very



The Dodge Ram Mega Cab was named the most accessory-friendly truck.

good vehicle to accessorize," said Ron Hunter, of Phoenix USA Inc.

Best Truck

The Dodge Ram Mega Cab was named the most accessory-friendly truck. The vehicle can be customized with different types of grills, bumper billets, lights and towing systems. However, its interior can also be easily customized to include new types of audio and video systems, as well as dash and gear accessories.

"The possibilities to enhance the cab of this Dodge are limited only by the imagination of the specific accessory manufacturer. With the popularity today of audio and video entertainment systems, the Dodge Mega Cab is a dream come true for audiophiles along with raising the bar on innovative new custom interior upgrade packages," explained Larry Weiner, of Performance West Group, Inc.

For more information, visit www.EnjoyTheDrive.com.