

## The Best New Car And Truck To Fit Your Needs

(NAPSA)—The next time you're shopping for a new car or truck, you might want to consider purchasing one that offers the greatest options for customization. Automakers are making vehicles more reliable and longer lasting than ever before. As a result, buyers are increasingly interested in a vehicle's ability to be transformed to fit their needs. So when it comes to making the final decision, the ability to personalize the vehicle can be the difference in ensuring that a vehicle meets your needs.

Just about all new cars and trucks can be modified, whether it's a new paint job, seat covers, body kit or performance enhancement. In fact, consumers spend more than \$33 billion a year on products that enhance the styling, performance and functionality of cars, trucks and SUVs.

There are, however, certain models that are more accessory friendly than others. One way to learn what the hottest vehicles for personalization are is to check out the SEMA Award winners, presented annually by the Specialty Equipment Market Association (SEMA).



**Ford Mustang**

"The SEMA Award helps guide consumers toward the hottest-trending and most accessory-friendly vehicles on the market," said Chris Kersting, SEMA president and CEO.

Awards are presented annually in four categories based on the

models that parts and accessory manufacturers are investing in.

This year's winning vehicles were the Ford Mustang for the Hottest Car, the Honda Fit for the Hottest Sport Compact, the Jeep Wrangler for the Hottest 4X4-SUV, and the Chevrolet Silverado for the Hottest Truck.

### Hottest Car

The SEMA Award for the Hottest Car went to the iconic Ford Mustang. Powered by a new independent rear extension, updated power train, and 2.3L EcoBoost, the 2015 Mustang can be enhanced a thousand different ways. Whether it is with performance products or appearance accessories, the Mustang is versatile in its ability to be customized, allowing owners to turn their car into something truly personal.



**Honda Fit**

### Hottest Sport Compact

Honda vehicles are well known for being accessory friendly, so it is no surprise that the Honda Fit was named the winner of the Hottest Sport Compact. The body itself is both tunable and upgradable, making it easy to improve the performance and look of the vehicle. Affordable, fuel efficient and completely customizable, the Honda Fit is proof that vehicle modification is attainable at any price point.

### Hottest 4X4-SUV

Winner of the Hottest 4x4-SUV for five years in a row, the Jeep Wrangler is a favorite in the auto enthusiast market. The Jeep



**Jeep Wrangler**

Wrangler is popular among the off-road community for its durability and ruggedness, yet practical and reliable enough for everyday driving.

### Hottest Truck

Chevy trucks have been helping Americans earn their keep for nearly a century, and the Silverado is keeping the tradition going. As the SEMA Award winner for the Hottest Truck, the Silverado offers drivers unlimited versatility. Traditional truck modifications include bed liners, running boards and hitches, while those looking for greater personalization can also easily enhance the performance or look of the truck.



**Chevrolet Silverado**

The SEMA Award provides valuable guidance to those looking for a top-quality vehicle that can be personalized. Winners were selected by exhibiting manufacturers at the 2014 SEMA Show, an annual trade show where auto accessory manufacturers meet with buyers from throughout the world. To learn more about the 2014 SEMA Award winners and the products available for them, visit [www.sema.org/semaaward](http://www.sema.org/semaaward).