

# Automotive Answers

## You Are What You Drive

(NAPSA)—For many consumers, their choice of vehicle represents a personal statement—saying something about who they are and what they do. In fact, the vehicle that one drives is such a reflection of one's personality that many drivers take their point of pride to the next level with automotive accessories. Fortunately, a special design award helps identify which vehicles leave room for imagination.

The Specialty Equipment Market Association (SEMA) named the most accessory-friendly car, truck, SUV and hybrid at the SEMA Show, the world's largest automotive specialty equipment trade event where new products and trends are revealed each year.

"We believe that the vehicle you drive should fit you like a glove," said Peter MacGillivray, SEMA VP of marketing and communications. "From your personality, your style and your taste ... your automobile should be as unique as you are."

The SEMA Design Awards underscore all the fantastic choices that consumers have when customizing their vehicles. And while every vehicle on the road can be personalized, the SEMA program steers consumers to the most accessory-friendly vehicles.

The winners for 2007 include:

- The Ford Shelby GT 500 in the car category. The vehicle that is celebrated by car buffs is being made even cooler with accessories and specialty products.

"Our attitude about vehicle personalization is just pure enthusiasm," said John Clinard, western regional manager, Ford Motor Company. "We share that with people who buy our cars and with those who buy SEMA accessories and parts to put on our cars."



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**The SEMA Design Awards identify the most accessory-friendly vehicles on the road: (clockwise from top left) the Ford Shelby GT 500, Toyota Tundra, Chevrolet Silverado Classic Hybrid and Jeep Wrangler.**

- The Toyota Tundra in the truck category. The newly redesigned Tundra allows drivers to make the truck their own.

"Vehicle accessorization is becoming more and more important to our customers, especially with trucks," commented Brian Smith, corporate manager of truck operations for Toyota Motor Sales USA. "Toyota has always been very supportive and interested in vehicles accessorization."

- The Jeep Wrangler in the SUV category. DaimlerChrysler has a long history of partnering with specialty equipment companies so that consumers have unlimited access to and options of accessories and products.

"The big advantage that SEMA offers DaimlerChrysler is putting us together with providers and bringing quality parts to market," said Scott Brown, DaimlerChrysler Group Communications, West Coast. "They enable us to work with the accessory companies early and, ultimately, the cus-

tomers win with higher quality accessory."

- The Chevrolet Silverado Classic Hybrid in the hybrid category. The first full-size pickup to utilize hybrid technology has become the benchmark in SEMA's newest design award category.

"The collaboration between Chevrolet, General Motors and SEMA is very valuable," says Dale Sullivan, regional sales marketing manager, Western Region, General Motors. "We gain a lot of accessory ideas and product ideas to give the consumers what they really want."

The Specialty Equipment Market Association is the authoritative source for research, data, trends and market growth information for the specialty auto parts industry. The industry provides appearance, performance, comfort and technology products for passenger and recreational vehicles. For details, call (909) 396-0289 or visit [www.sema.org](http://www.sema.org) and [www.enjoythedrive.com](http://www.enjoythedrive.com).