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COLLISION REPAIR MANUFACTURERS SECURE EXHIBIT SPACE AT 2012 SEMA SHOW

Diamond Bar, CA (May 11, 2012) – After debuting at last year’s SEMA Show, the Collision Repair & Refinish section will return to provide buyers with a dedicated area on the Show floor where they can quickly and easily meet with major refinish companies, paint booth manufacturers, parts suppliers and manufacturers, estimating and management software companies, manufacturers of structural repair and welding equipment, safety equipment and other related products. The section has been identified as one of the fastest growing areas of the show, and is on track to surpass last years’ numbers for the 2012 SEMA Show taking place Tuesday – Friday, October 30 – November 2, in Las Vegas, Nevada.

“We’ve seen interest from the collision repair market increase over the years,” said Peter MacGillivray, SEMA VP of events and communications. “We’re responding to what we’re hearing from the industry by providing them with what they need and want.”

Last year, due to significant growth and interest from the collision repair industry, Show organizers created a new floor section, “Collision Repair & Refinish,” to make it easy for those in the professional repair business to connect with manufacturers in the industry. SEMA Show exhibitors are categorized by market segments and display their products in sectionalized floor areas. The floor sections make it easy for buyers to concentrate on the markets that are most relevant to their businesses, while also exploring new opportunities for growth in related segments.

Buyers interested in the Collision Repair & Refinish segment, for example, often visit the Tools & Equipment section of the SEMA Show. The related section features products to help shop owners work smarter and faster, such as new lifts, grinders, jacks and more.

Last year’s SEMA Show featured more than 300 companies between the two sections, that were of high interest to the collision repair business owners attending the show.

“One of the unique things about the SEMA Show is that it encompasses the entire automotive parts and accessories industry,” said MacGillivray. “Participants are able to accomplish a great deal in a short amount of time.”

Other floor sections at the SEMA Show are Business Services, Global Tire Expo Powered by TIA, Hot Rod Alley, Mobile Electronics & Technology, Powersports & Utility Vehicles, Racing & Performance, Restoration Marketplace, Restyling & Car Care Accessories, Trucks, SUVs & Off-Road, and Wheels & Accessories.

In addition to manufacturers exhibiting at the Show, the event features nearly 60 educational seminars and countless networking events. The Society of Collision Repair Specialists (SCRS) organizes meetings and classes during the week, making it convenient and affordable for its members to participate while at the SEMA Show. The combination of unparalleled exhibition opportunities and world-class education on relevant industry specific topics has defined the SEMA Show as the destination for collision repairers from across the globe.

To learn more about the SEMA Show or to register for the event, visit www.SEMAShow.com.

About SEMA and the SEMA Show

The SEMA Show is a trade show produced by the Specialty Equipment Market Association (SEMA), a nonprofit trade association founded in 1963. Since the first SEMA Show debuted in 1967, the annual event has served as the leading venue bringing together manufacturers and buyers within the automotive specialty equipment industry. Products featured at the SEMA Show include those that enhance the styling, functionality, comfort, convenience and safety of cars and trucks. Additional details are available at www.SEMAShow.com or www.SEMA.org, 909/396-0289.