

**USED AND NEW TRUCKS...** *continued from page 12*

CNW also reported that buyers looking for new trucks for work purposes have started showing up in new car showrooms. According to CNW, contractors, farmers and ranchers have shown increased interest in purchasing new pickups since June 2008. In August, full size pickups represented 13.2% of all sales, the highest level of the year.

Again, that's good news for the light truck specialty equipment market. There may be light at the end of the tunnel after all.

Source: Auto Trader, CNW, September 2008

**INDUSTRY NEWS**

Gearhead Performance of Dunedin, FL has acquired the Clearwater, FL based Automotive Engineering performance centers. The acquisition brings the total to six performance outlets, plus an installation center in Dunedin. Owner Ed Borman, will be concentrating all efforts in making these stores into premier performance centers featuring increased inventory levels and great customer service. There are also additional plans for further expansion.

**Top 20 Products That Enthusiasts Plan to Buy Next**

While the automotive industry as a whole has suffered from a doom and gloom washing, the specialty equipment industry has benefited from some insulation. Many of the pessimistic attitudes are warranted and painting a rosy picture would be misleading. Feedback from enthusiasts, however, portrays a resiliency that should not be forgotten.

SEMA has asked consumers about the relationship between fuel prices and specialty equipment spending. Without a doubt, as fuel prices increased during the first half of 2008, there were groans of doubt regarding future purchases.

The tipping point for spending appeared when fuel prices surpassed the \$4/gallon mark and 38% claimed that they would begin to curtail spending if prices continued climbing an additional \$.50-\$1/gallon. Many respondents took the liberty to submit their opinions candidly and offered variations of the same theme: "Doesn't matter, I enjoy my muscle car" and "Price of gas will not deter me, ever."

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**WHAT'S ON YOUR CRANK?  
IT'S YOUR ENGINE, BUY THE BEST!**

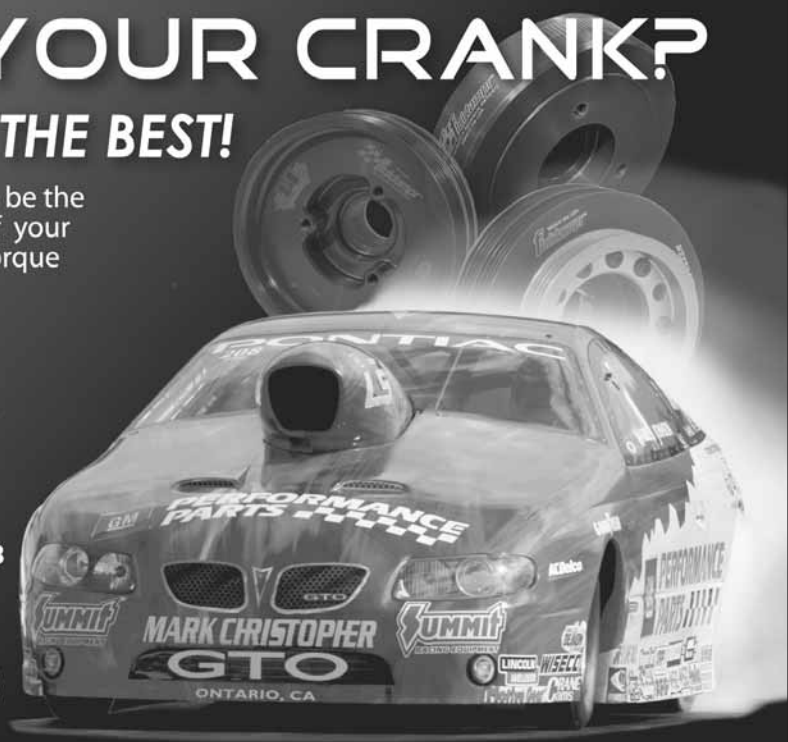
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