

Report on Specialty Accessories and Appearance Products Analyzes Annual Growth Rates

During the 10-year period from 1998 to 2007, the specialty accessories and appearance products industry experienced increases averaging nearly 8.7 percent per year, while the U.S. economy had an average annual growth of only 3.2 percent per year, according to a recently-released report by the Automotive Aftermarket Industry Association (AAIA). In addition, the total "automotive aftermarket" grew at an average annual rate of 4.1 percent.

Reported to be a \$38 billion market segment, AAIA commissioned an in-depth analysis in 2008 entitled Report on Specialty Accessories and Appearance Products. With market research assistance from the Specialty Equipment Manufacturers Association (SEMA), Ducker, Findlay, Swoboda & Associates, LLC focused on five key research categories. These categories include:

- Detailed report on interior trim and accessories.
- Detailed report on exterior accessories.
- Detailed report on restyling.
- Detailed report on electronics.
- Voice of the customer report on specialty accessories in the aftermarket.

The purpose of this study was to identify trends and market conditions influencing the extraordinary growth of "Specialty Accessories and Appearance Products" in the U.S. automotive aftermarket and to report the key factors involved.

The report summarizes the methodology, results, analysis and key findings on such key factors as industry performance, quality and trends of imported products, priorities of the customer and future market trends. The research methodology for the report utilized four survey instruments that probed the basic levels of insight ranging from key manufacturing executives to the final end user.

Report on Specialty Accessories and Appearance Products is \$450 for AAIA and SEMA members and \$650 for non-members. For more information on the report or to order a copy, contact AAIA at 301-654-6664 or visit www.aftermarket.org.

INDUSTRY NEWS

Bully Dog Technologies

At a time when motorsports around the World seems to be suffering due to the slow economy, Bully Dog Technologies, the manufacture of performance enhancing product for gas and diesel vehicles has increased their involvement tenfold. For the past two years the company has been a big supporter of off road racing, a form of racing that in the last few months has really struggled with race cancellations and everyone wondering what the future held. In recent weeks Bully Dog has taken big steps to ensure that their place in off road racing is secure and the whole thing was timed perfectly to show everyone just how solid off road racing is. The first piece to the puzzle is the support of the new Lucas Oil American Off Road Series which will feature six racing weekends with traditional short course type of classes for 2WD, 4WD, 4 cylinder trucks and buggies. A new class will be added for the popular Super Lite trucks, the class will feature close racing at a very affordable price as well as an "arrive and drive" option for the guy that does not want to buy his own truck.

Midwest Acorn Nut

an ISO 9001:2000 Registered company in Troy, Michigan is proud to introduce their Ford, Chevy & Mopar Engine Kits along with our Official Licensed and Designer Bolt Covers. Now you can easily dress up your project with our engine kits and bolt covers. Our bolt covers are machined from solid brass, polished and Cy-ChromeR plated and they will never rust or corrode.

Design Engineering, Inc Acquires Ny-Trex™

Design Engineering, Inc. acquired Ny-Trex, LLC a nitrous oxide company founded in 2003. Ny-Trex offers a complete line of nitrous oxide kits and components utilizing 21st century engineering. "The fit between Ny-Trex and Design Engineering could not be ignored, even in the middle of a recession. Here is a company that has a truly innovative product line that could really enhance our offering through our fantastic network of warehouses and dealers", stated David Markley, Design Engineering, Inc.

Speedway Motors Acquires AFCO

Speedway Motors, Inc. of Lincoln, Neb., America's oldest speed shop and a trusted source for specialty street rod and racing products, has acquired A-FAB Corporation of Boonville, Ind. A-FAB Corporation engineers and manufactures premium shocks, springs and radiators through its AFCO brand, high-quality automotive brakes through its U.S. Brake brand, and premium exhaust systems through its Dynatech division. The combination unites two legendary family-owned companies. The combined companies will offer customers a wider selection of high-quality products with fast delivery and superior customer service.



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