Sema Show aprirà i battenti il 1° novembre 2016 presso il Las Vegas Convention Center e accoglierà i professionisti del settore automotive fino al giorno 4. L'appuntamento è diventato ormai imperdibile per le industrie del settore, che lo scelgono come palcoscenico per presentare i loro ultimi prodotti.

Oltre alla fiera, nel calendario di Sema Show 2016 c'è anche un nutrito programma di seminari formativi, dimostrazioni di prodotto, eventi speciali e conferenze stampa, che iniziano già il 31 ottobre e che vedono tra i protagonisti, anche diverse aziende del settore pneumatici, come Continental Tire, Pirelli North America e Hankook Tire America, che approfitterà dell'occasione per lanciare il suo nuovo brand Laufenn.

L'edizione 2015 della manifestazione ha ospitato oltre 60.000 buyer internazionali che hanno potuto vedere in anteprima quasi 2.500 prodotti suddivisi in 12 sezioni.

Official 2016 SEMA Show Press Conference Schedule

Monday, October 31, 2016

- 11:00 a.m.-3:00 p.m.—SEMA: Media Preview, Presented by the Light Truck Accessory Alliance (Media Center, Rm. S220)
- 3:00 p.m.-6:00 p.m.—**Continental Tire**: Extreme Experience – ExtremeContact Sport Tire Unveiled (Bronze Lot, outside South Hall)

Tuesday, November 1, 2016

- 7:30-8:45 a.m.—New Products Breakfast, featuring the SEMA Award Press Conference (Paradise Event Center, Westgate Hotel)
- 9:00-9:20 a.m.—KIA Motors America Inc.: KIA Press Conference (Booth #10809)
- 9:30-9:50 a.m.—**Coker Tire**: New Product Unveiling (Booth #22775)
- 10:00-10:20 a.m.—Toyota Motor Sales USA: Toyota Press Conference (Booth #24800)
- 10:30-10:50 a.m.—Hyundai Motor America: Hyundai Expands Performance Beyond Traditional Focus (Booth #24387)
- 11:00-11:20 a.m.—Ford Motor Company Press Conference (Booth #22200)
- 11:30-11:50 a.m.—General Motors LLC: Chevrolet 2016 (Booth #23743)
- 12:00-12:50 p.m.—SEMA Battle of the Builders Top 21 Announced (Grand Lobby, SEMA Central)
- 1:00-1:20 p.m.—Magnaflow Exhaust Products: Unveiling of 1000hp Vicious Mustang (Booth #23543)
- 1:30-1:50 p.m.—Driven Performance Brands: Unveiling of Booth Show Cars (Booth

#22351)
- 2:00-2:20 p.m.—Sherwin-Williams Automotive Finishes: 150 Years of Excellence (Booth #10631)
- 2:30-2:50 p.m.—SHELL: "Project Underdog" 1972 Ford Maverick debut featuring "Fast and Furious" actor Sung Kang (Booth #60005)
- 3:00-3:20 p.m.—SCORE International: SEMA SCORE Baja 1000 Experience and Qualifier (Silver Lot)
- 3:30-3:50 p.m.—Axalta Coating Systems: Ray Evernham Unveils '58 Impala (Booth #61009)
- 4:00-4:20 p.m.—**Pirelli Tire North America**: Pirelli Press Conference (Booth #41013)
- 4:26-5:00 p.m.—FCA U.S. LLC: Mopar Media Briefing (Booth #43155)

Wednesday, November 2, 2016

- 9:00-9:20 a.m.—BASF Corp.: Glasurit Best Paint Award (Booth #20367)
- 9:30-9:50 a.m.—Roush Performance: Unveiling of New Vehicle (Booth #21441)
- 10:00-10:20 a.m.—Ringbrothers: Ringbrothers Mustang Unveil (Booth #23283)
- 10:30-10:50 a.m.—Skyjacker Suspensions: '17 Super Duty Product Reveal & Curt LeDuc Presentation (Booth #34125)
- 11:00-11:20 a.m.—SEMA: Battle of the Builders Top 10 Announcement (Grand Lobby, SEMA Central)
- 11:10-11:30 a.m.—**Tire Industry Association (TIA)**: Tire Industry Association Update (Booth #40066)
- 11:30-11:50 a.m.—**Mickey Thompson Performance Tires & Wheels**: Mickey Thompson Hosts Landmark Event With Special Guests (Booth #43035)
- 12:00-12:50 p.m.—WELD: WELD Celebrates 50 Years of Forged Performance Excellence (Media Center, Rm. S220), lunch will be served
- 1:00-1:20 p.m.—House of Kolor: House of Kolor Unveils New Colors for 2017 (Booth #23513)
- 1:30-1:50 p.m.—AkzoNobel: Celebrity Partnership Unveiling (Booth #25133)
- 2:00-2:20 p.m.—Goodguys Enterprises Inc.: Goodguys 2016 Gold Award presentation (Booth #22975)
- 2:30-2:50 p.m.—Formula Drift: Formula Drift to Announce Major Developments for the 2017 Championship Season (Media Center, Rm. S220)
- 3:00-3:20 p.m.—SCORE International: Baja 1000 Qualifier Results/Awards and SCORE Baja 1000 50th Anniversary Celebration (Silver Lot)
- 3:30-3:50 p.m.—Axalta Coating Systems: Axalta Launches Mobsteel Artist Signature Series (Booth #61009)

- 4:00-4:20 p.m.—AkzoNobel: AkzoNobel Introduces Colorvation (Booth #25133)
- 4:30-5:00 p.m.—**Brembo**: Brembo New Product Announcement (Booth #23561), cocktails will be served

Thursday, November 3, 2016

- 9:00-9:20 a.m.—ASA Automotive Systems: ASA Announces New Major Product Releases (Booth #41069)
- 9:30-9:50 a.m.—American Force Wheels: Evolving is in our DNA! (Booth #45131)
- 10:00-10:20 a.m.—WD-40 Co.: WD-40 Company SEMA Cares 50th Anniversary Vehicle Unveiling (Booth #62129)
- 10:30-10:50 a.m.—Portacool, LLC: Effective Cooling Solutions for the Productive Shop (Media Center, Rm. S220)
- 11:00-11:20 a.m.—**Tri-Ace Wheel & Tire Inc.**: TRI-ACE's "Smokin' Hot" Tires Get Hotter, Major News, and Find Out "Who?" (Media Center, Rm. S220)
- 11:30-11:50 a.m.—Mile Marker Industries LLC: Introducing the New, 18,000-lb. PowerHouse – The Sec18(es) Electric Winch (Media Center, Rm. S220)
- 12:00-12:50 p.m.—Craftsman: Craftsman Brand Tool Showcase (Media Center, Rm. S220), lunch will be served
- 1:00-1:20 p.m.—Snow Performance: The New "Platinum" System- Water-Methanol Injection at the next level (Booth #24223)
- 1:30-1:50 p.m.—OPTIMA Batteries: OPTIMA Announces Invitational News and Film Festival Winners (Booth #20323)
- 2:00-2:20 p.m.—Pro Comp: Life is Better Off-Road Award Presentation (Booth #62112)
- 2:30-2:50 p.m.—Kleinn Air Horns: Kleinn Introduces Revolutionary New Waterproof 12-Volt Air Compressor (Booth #37057)
- 3:00-3:20 p.m.—Bestop Inc.: A New Chapter Begins at Bestop (Booth #30017)
- 3:30-3:50 p.m.—**FOBO Tire Pressure Monitoring System**: FOBO Ultra-Sensing with Sense (Booth #31329)
- 4:00-4:20 p.m.—**Hankook Tire America Corp.: Laufenn** Press Conference (Booth #43081)

Friday, November 4, 2016

- 11:00 a.m.-2:30 p.m.—SEMA: Battle of the Builders Top 10 Finalists Judging (Velocity Live Stage)
- 3:30-4:30 p.m.—SEMA: Battle of the Builders Top 3 Finalists Announced (Velocity Live Stage)
- 7:00 p.m.—SEMA: Battle of the Builders Winner Announced (SEMA Ignited, Gold Lot)