

## SEMA Partners With Insignia in Support of ProPledge



SEMA is pleased to announce a membership benefit agreement with Insignia in support of ProPledge.

ProPledge is a program targeted to overcome the traditional barriers associated with specialty aftermarket products sold during the new-vehicle sales process—namely warranty and customer satisfaction scores (CSI). By way of ProPledge, dealers can offer customers industry-backed warranted products from participating manufacturers and restylers, ensuring dealership confidence and consumer satisfaction.

By partnering with Insignia—an industry leader in accessories sales tools and processes for new-vehicle dealerships across numerous brands—SEMA is adding additional value to the ProPledge program by providing an effective communication medium that connects aftermarket manufacturers to restylers to dealers, which ultimately communicates the ProPledge advantage to the retail consumer.

Through Insignia's e-catalog system, specialty aftermarket manufacturers can provide the marketplace real-time product data descriptions, updated pricing and color product images. Manufacturers will gain visibility to compelling usage data, such as which products are viewed the most, on what vehicles, by what customer and what has been sold across the entire network.

Restylers can offer to dealers industry-backed products from ProPledge manufacturers that reach all the way to the dealer's consumer. In combination with Insignia, restylers will be able to identify those products that are ProPledge-backed as well as be able to provide a comprehensive product offering all in one versatile tool.

Retail customers will be able to identify ProPledge products while shopping in the dealership and differentiate those that are industry-backed and those that are not.

"Our relationship with Insignia will provide ProPledge with the additional support and benefits we strive for entering 2010," stated ProPledge Operations Director, Joe Sebergandio.

"Insignia will reduce the ProPledge education process for manufacturers, restylers and dealers," says David Stringer, president of Insignia. "Through Insignia, retail customers in dealerships will gain clear visibility to what products are Pro-Pledge guaranteed. Dealers will benefit by giving the customer what they want, while at the same time protecting CSI and warranty claims. Our involvement with ProPledge is a win-win for everyone."

For more information about ProPledge, visit [www.sema.org](http://www.sema.org) or call 818/248-4900. For more information about Insignia, visit [www.insigniagroup.com](http://www.insigniagroup.com) or call 888/579-4458.

## SEMA Publishes Comprehensive Guide to Federal Regulation of Aftermarket Parts

SEMA's Government Affairs Office has compiled a comprehensive guide on how motor-vehicle parts are regulated by the federal government which can be viewed at [www.sema.org/fedregs](http://www.sema.org/fedregs). It is a must-read document for every SEMA member.

The guide is generally presented in a Q&A format, with links to online resources for more information. Topics include an overview of the Federal Motor Vehicle Safety Standards, emissions standards (U.S. Environmental Protection Agency and California) and special sections on lighting equipment, wheels and tires and fuel economy. The guide also answers questions such as: Is my company required to register with the NHTSA? What are my obligations as an importer? What is self-certification? Is "DOT-approved" a legal term? How is lighting equipment regulated by the federal and state government? Where can I download NHTSA rules and regulations?

To learn more about the SEMA government affairs efforts and how your company can stay current with federal and state laws and regulations, contact Stuart Gosswein at [stuartg@sema.org](mailto:stuartg@sema.org).

## Fast Facts

Goodguys Rod & Custom Association announced the 2010 Grand Prize Give-



away car: the '70 Boss Snake, a 429 Ford-powered super musclecar designed by Kaucher Kustoms and being built and assembled by Max-G Systems of Fogelsville, Pennsylvania. The Boss Snake is a concept based on the QuarterHorse Mustang, of which only two prototypes were ever built. The car's finish will be PPG/Goodguy yellow. Goodguys members and 2010 event participants will have a chance to qualify as finalists to win the car. It will be given away at the Goodguys 13th Southwest Nationals November 19–21, 2010, in Scottsdale, Arizona. The Boss Snake will debut as a finished car in March at the Goodguys 2010 season-opening event, the Spring Nationals, March 12–14 also in Scottsdale. Project sponsors include Vintage Air, Classic Instruments, Painless Performance, BFGoodrich, Flaming River, Rick's Hot Rods, Dynacorn, Baer Brakes, Tremec, Optima Batteries, Herculliner, PEAK, Grundy Insurance, Flowmaster Exhaust, Comp Cams and Performance Rod & Custom. Goodguys Rod & Custom Association, Pleasanton, CA; 925/838-9876. Kaucher Kustoms, Santa Monica, CA; 310/656-9993.

Glen Knowles was named wheel specialist and shipping manager of Stockton Wheel Service. Knowles has worked for several companies since 1988, starting with his grandfather's retail auto parts store and then taking positions at California Truck Works and other shops where he gained experience in sales, purchasing and management.



SoffSeal Inc. hired Mark Cotter as its new national sales manager. Cotter joins SoffSeal after 16 years with Clark Industries. Cotter is part of a management team that will focus on customer service, product development and the future

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