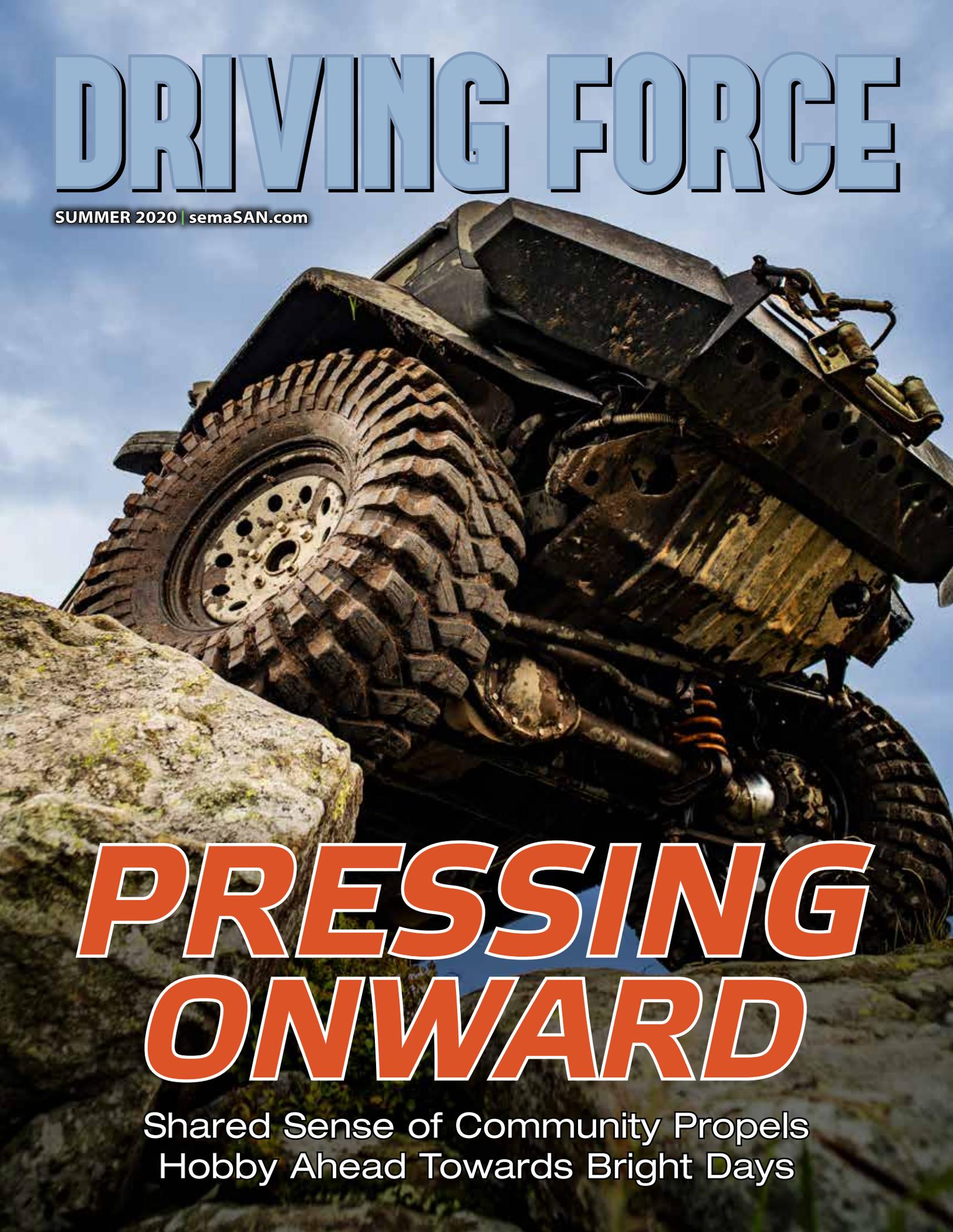


DRIVING FORCE

SUMMER 2020 | semaSAN.com



PRESSING ONWARD

Shared Sense of Community Propels
Hobby Ahead Towards Bright Days



LOOKING AHEAD: WHAT WE CAN COUNT ON

By Chris Kersting, SEMA President and CEO

Currently the automotive community is making tremendous adjustments, not only to our businesses but also to our personal lives. At this stage, we're still getting more information about the various ways that companies and enthusiasts are adapting to the COVID-19 economy. As an industry, we can be proud of how we are continuing to find ways to support the hobby while providing for the health, safety and well-being of all involved.

Contemplating the future, it's not easy to know where we'll stand in the months ahead. But longer term, there are certain things we can count on. We know that no matter what, this virus won't be permanent. And no matter what, there will be passionate enthusiasts who will continue to demand our industry's innovation. No matter what, the people in this industry will dig in, persevere, and find ways to make it across this gap—and no matter what, this industry will be here to make great products to meet that demand and reinforce an affection for unique cars and trucks.

We know these things because we've faced enormous difficulty and challenges in the past. And there will be better times ahead—probably sooner than it feels right now.

While many near-term industry events have

been postponed or canceled, the industry's manufacturers are currently going full-bore with plans and preparations for both the 2020 SEMA Show in November and the PRI Show in December. I'm not surprised. Our industry has historically demonstrated fortitude and resolve in the face of adversity. The SEMA Show was the first major business gathering in the United States following the terrorist attacks of September 11, 2001. In the heart of the Great Recession in 2009 and 2010, SEMA exhibitors and buyers again turned out in force, laying the groundwork for the recovery that followed. Although the SEMA Show and PRI Trade Show are trade-only, all enthusiasts will benefit as these shows bring the industry's latest innovations and trends to market—and fuel the hobby in 2021.

To that end, we have been working with members to assist in a variety of ways, offering flexibility and deferred deadlines. And we will continue to engage with industry members and adapt to the changing environment as more information becomes available.

In the meantime, don't overlook the opportunities that are relevant as we work to get across the current gaps. This could be a very good time to engage with the latest offerings in technology to keep our hobby as close as ever—whether

in-person or online. For example, the SEMA-supported national Collector Car Appreciation Day (CCAD) holiday in July will be accommodating web-based celebrations for the first time, based on an understanding that in-person events may not be allowed. And this may also be a good time to access the SEMA Action Network's (SAN) mobile-friendly digital tools, such as state-by-state online resource guides, hobby-friendly lawmaker rosters, archived videos and more. Head to the semaSAN.com website for information.

For the very latest information on COVID-19 resources, visit www.sema.org/coronavirus, which we keep continuously updated. There you'll find content leading to resources and other tools the association has developed to help the industry navigate the COVID-19 restrictions. SEMA is also continuing to work with lawmakers to push for further assistance on behalf of our community.

As we move through the current challenges, we are reminded of past tough times and the reality that we endured and have always come out stronger. This is a stout industry that makes up a capable association and supports a dedicated hobby. Working together, I'm optimistic we will continue to persevere and thrive.

Your Voice, Your Choice

Our Nation's Leadership Is Counting on You to Register to Vote!

Campaign season has taken on a unique look this year. Not even the presidential election has been able to escape the winds of change. As the nation must cope with a trying time, those running for public office have been forced to go forward remotely by holding virtual events instead of traditional in-person appearances. What began with more than a dozen candidates has been narrowed to two: incumbent President Donald Trump, the Republican, and former Vice President Joe Biden, the Democratic Party's presumptive

nominee. Not only will Americans choose the nation's next president, but voters will also elect all 435 members of the U.S. House, 35 U.S. senators, 13 governors and thousands of state and local leaders too. With the finish line on the horizon, there is no better time to prepare for and fulfill our civic duty as Americans.

Election day will be here quickly. Regardless of circumstances impacting the polls on November 3, options are available to vote early or by absentee ballot. The "Voter Information" tool at semaSAN.com/SEMAvotes



Photo Courtesy Shutterstock.com

provides you with information on your state's voting dates and deadlines. In advance, find out if your state and federal representatives are affiliated with the hobby-friendly, SEMA Action Network-supported caucuses at semaSAN.com/StateCaucus and semaSAN.com/FederalCaucus. Locate your elected officials under the "Legislators" tab at semaSAN.com.

Why wait? Take action today by planning to vote! On behalf of our beloved hobby, take part in our democracy and make your voice heard in November's election.

Get Ready for the Auto Hobby's Holiday

July 10, 2020, Marks 11th Annual Collector Car Appreciation Day

Collector Car Appreciation Day (CCAD) will be celebrated this year on July 10. At the request of the SAN, this holiday has been marked each year since 2010 by a U.S. Congressional Resolution recognizing that the "collection and restoration of historic and classic cars is an important part of preserving the technological achievements and cultural heritage of the United States." States, local governments and Canadian provinces have adopted similar commemorative declarations, making it an international recognition of the collector-car hobby and the millions of individuals who support it.

As in years past, a wide range of automotive festivities are planned to commemorate the occasion. With an understanding that this summer may not allow in-person events, adjustments to the CCAD online tools are underway to accommodate web-based celebrations. Those planning to pay tribute with a virtual gathering (online event, livestream, digital gallery, etc.) are welcome to provide details for inclusion on the SAN website. As always, the SAN welcomes any level of participation throughout the month of July and encourages everyone to spread the word about honoring the classics of the past and the future.



Celebrate the Hobby Your Way!

- ATTEND an official vehicle-inspired event or web-based celebration.
- HOST your own safety-minded gathering, club meeting or online gallery.
- Promote a HOLIDAY SALE at your business in-store or online.
- INVITE partnerships with nearby enthusiast-related groups if possible.
- DRIVE your special ride—new or old—whatever the destination.

Whether public or private, plan and submit your automotive-inspired July event at no cost. Locate an official listing near you and more on semaSAN.com/CCAD. Participating organizers will be awarded a copy of the Congressional resolution for display at their registered event. Download the official logo and flyer from the homepage and help promote this special day.

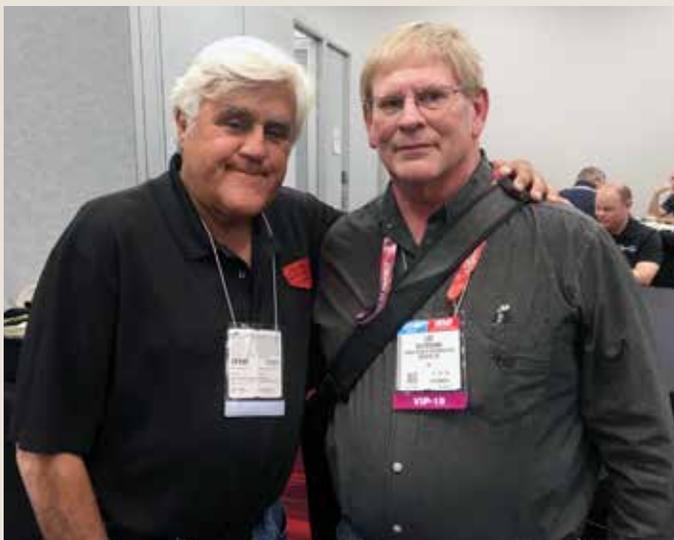


This July, automotive enthusiasts will celebrate the eleventh annual Collector Car Appreciation Day holiday.

Flexing Mopar Muscle in the Jayhawk State

“I remember the very first ‘Hemi Orange’ ‘08 Dodge SRT8 Challenger I saw—I knew I had to have one!” exclaims Kansas State Representative Leo Delperdang. “The musclecar era seemed to be a thing of the past by the ‘80s and ‘90s.” Still, he’d always wished the Challengers and ‘Cudas would return to production—even after the Plymouth brand was discontinued. Hope remained when other legends Oldsmobile and Pontiac subsequently fell. Rep. Delperdang will never forget the announcement in the early ‘00s that the Chrysler Corp. was bringing back the Challenger. “I had little faith it would be any more than the second-generation Challenger ‘econo car.’ I was hooked when I purchased my Challenger R/T with the 5.7 Hemi in 2014. Then came a special order for a ‘19 Dodge Challenger ScatPack 392 Hemi, which I hope to have for many years to come.”

“I have been a car buff since before I was old enough to drive.” Rep. Delperdang credits his interest in the Mopar brand to his older brother. “Back in the late ‘60s, I helped him work on his cars whenever I could.” Fittingly, his first car was a ‘69 Dodge Super Bee 440 Magnum with a 727 automatic while in high school. A ‘69 Dodge Coronet 500 came next, followed by a ‘70 Plymouth ‘Cuda. “I am actually looking for a ‘70 ‘Cuda currently—hopefully I will have one in my garage soon!” Rep. Delperdang is a member of the Wichita Area Mopar Club and enjoys many friendships through the club.



Entertainer Jay Leno was among the many notable personalities Rep. Delperdang met during his first SEMA Show last year.



A long-time fan of the Mopar brand, Kansas state Representative Leo Delperdang special-ordered his ‘19 Dodge Challenger ScatPack 392 Hemi.

Holding a public office was an aspiration of Rep. Delperdang for many years. Specifically, in 1976, he remembers taking a school trip to the Iowa state capitol in Des Moines. “As an eighth-grade student, I sat in the House chamber and listened intently to the debate over a 5¢ refund for aluminum soda cans. While the others in the group lost interest and moved on with the tour guide, I remained in the House to hear the full debate. From that day on, I knew that I would someday serve in a public

office.” With a bounty of life experience behind, Rep. Delperdang got involved in politics when he had an opportunity to run for the state house in 2016. A successful bid enabled his involvement in the SEMA-supported State Automotive Enthusiast Leadership Caucus with fellow automotive-loving lawmakers.

During his time in the Kansas legislature, Rep. Delperdang has pushed for numerous laws that benefit car enthusiasts, motorcyclists and ATV off-road vehicle riders.

Earlier this year, he co-sponsored SAN-supported legislation introduced to ease restrictions on antique vehicles by re-defining those eligible to be registered. “When I carried the bill to the House floor, I was met with much debate over loss of tax revenues and why we should treat owners of older vehicles any differently from owners of newer vehicles,” he explains. At press time, the bill had passed the House and awaited consideration by the Senate Committee on Transportation.

Last year marked a dream-come-true for Rep. Delperdang by attending his first SEMA Show. “The people I met at SEMA made it a lifetime event!” He lists an impressive number of notables, several with significant ties to Mopar: Ed “Isky” Iskenderian and family, “Big Daddy” Don Garlits, Chip Foose, Christi Lee, as well as Mark Worman and the crew from “Graveyard Carz.” “But the highlight of my trip was when I ran into Jay Leno. I asked him a couple questions about his Chrysler Turbine Car and he hit me back with a couple questions about it. When he realized I was knowledgeable on the vehicle, he joined me for lunch to have a 30-minute conversation on what else? Cars!”

Our hobby appreciates your enthusiasm and representation in Topeka, Rep. Delperdang! Let us know when you obtain that elusive ‘70 ‘Cuda.



Old-Fashioned Teamwork Makes the Classic Dream Work

While 2020 may have begun as expected for the state legislative sessions, global health concerns have significantly impacted most as time progressed. For much of the spring season, only eight legislatures remained active; all others suspended their session, adjourned on schedule or in many cases, adjourned early. Those that remained in session, or plan to return, are focusing their attention on emergency responses to the most critical tasks at hand. Because of this, legislation not directly related to emergency relief or a state's budget will likely be delayed until 2021. These circumstances have and will continue to substantially affect much of the legislation facing our hobby this year.

In light of recent challenges, the automotive community has reasons to rejoice despite shortened sessions across the nation. Several key triumphs have already been achieved this year with help from SEMA Action Network (SAN) advocates. Threats to collector vehicles—particularly on the vintage side—were defeated in several jurisdictions. Thanks to the age of multimedia, reaching legislatures on issues during the rulemaking process has never been easier. Consequently, lawmakers have become increasingly aware of the marketplace and the economic opportunities resident owners present.

Unfortunately, true enthusiasts have had to pay the price for those misusing laws pertaining to the privilege of specialty tags. Instances of abuse of the special registration categories intended for hobby cars and trucks have become commonplace in certain areas. Thus, corrective action has been sought by various states for years. Such proposals are often aimed at punishing offenders seeking lower registration fees for older daily-driver vehicles or attempting to avoid emissions and safety inspections. When confronted with a measure that will unfairly affect and inconvenience owners of legitimate classic vehicles, the SAN forces go on the defensive.

The latest efforts targeting classic automobiles included Maryland, Washington and Wisconsin. Maryland's vehicle owners are well aware of the state's history with the



"Old cars" have steadily become synonymous with dollar signs in the eyes of many public officials. Often, proposals aimed bankrolling vintage vehicle owners are drafted without regard for nuance—such as the contrast between a Concours-level Delahaye, as pictured here, and a beloved hand-me-down El Camino.

topic. Legislation was introduced to impose an emissions inspection requirement on historic vehicles less than 40 years old—where all such vehicles are currently exempt. Based on a strong outpouring of enthusiast opposition to the measure, the hearing for this bill was canceled and given an unfavorable report by the committee of jurisdiction. Wisconsin proposed restricting eligibility and raising fees for collector and hobbyist vehicle registration. The bill failed to pass prior to the required legislative deadline. Finally, Washington state was poised to significantly restrict eligibility of collector vehicles and horseless carriages, raise the initial registration fee for collector vehicles, and restrict the use of year-of-manufacture (YOM) plates. The bills died as the legislature adjourned, marking another significant win.

The fate of additional anti-hobby bills still remain undecided at this point. Ohio and Oklahoma have each introduced legislation to repeal single-license-plate laws that are awaiting further action. Currently, all vehicles in Oklahoma are required to display only a single, rear-mounted plate. Last year, the Ohio legislature passed a bill removing the front-plate requirement, set to go into effect on July 1, 2020, and expected to save the state more than \$1 million per year. If enacted, these laws would fail to accommodate classic and special-interest vehicles, many of which are not originally equipped with a designated place

to display a front plate. SAN-opposed legislation in Minnesota to increase the state's standard biofuel blend from 10% to 15% ethanol is also awaiting consideration.

Before this year's session concludes, more good news potentially awaits the old-fashioned end of our hobby. Fans of former military vehicles in West Virginia have already celebrated the signing of a new law to display an alternate registration insignia as opposed to a traditional license plate. Versions of SEMA-model legislation to allow for the titling and registration of former military vehicles are pending in Kansas and Michigan. SAN-sponsored legislation in Kansas clarifying the definition of antique vehicles to allow for modifications passed the House and is pending in the Senate. Previously introduced pro-hobby bills benefiting collector-car and street-rod enthusiasts also await further consideration in several other states.

As state houses reopen again from coast to coast, watchful eyes will be waiting. For the latest updates on current initiatives, visit semaSAN.com/Alerts. Meantime, special thanks and congratulations to those who participated in supporting successful efforts thus far. Keep in mind that while anti-hobby bills may not be a threat now, they can be reintroduced in the 2021 session or beyond. Therefore, please encourage others to get involved now by signing-up for the SAN without cost or obligation at semaSAN.com/Join.

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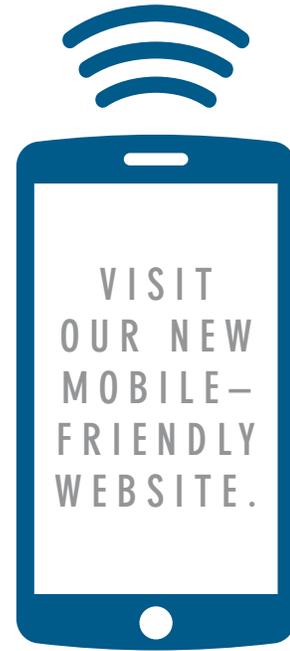


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Voice of the SEMA Action Network

1575 S. Valley Vista Dr.
Diamond Bar, CA 91765

