

### SEMA 2006 Westin's WIRED Project Vehicle Highlight



*The 2006 SEMA Show, a success for Westin and WIRED!*

The Specialty Equipment Marketing Association (SEMA) Show is the premier automotive specialty products trade event in the world. It draws the industry's brightest minds and hottest products to one place, the Las Vegas Convention Center. The SEMA Show attracts more than 100,000 industry leaders from over 100 countries for unlimited profit opportunities in the automotive, truck and SUV, marine and RV markets. In addition, the SEMA show provides attendees with educational seminars, product demonstrations, special events, networking opportunities and more...

As usual, Westin was at the SEMA show in a big way. Debuting the newest member of our marketing truck fleet, "Wired" The Ultimate Tailgate Party Truck, Westin was again ahead of the competition. A balance of technology and innovation, the "Wired" truck is designed to turn heads anywhere it's showcased. The extensive modifications include: Audio/Video components, custom sound system and a customized mobile gaming system by Galpin Auto Sports (GAS). Complete with a functional BBQ, this vehicle is complete for the Ultimate Tail-Gater. The Party Truck can "plug-in" at shows and events to any electrical source, or run on battery power source for those outdoor sporting events. You may recognize GAS as the customization shop used on the hit cable television series, "Pimp My Ride".

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