Beat: Automobiles

2025 SEMA SHOW and 2025 AAPEX: Las Vegas, Nevada

SEMA Show and AAPEX Show

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USPA NEWS - Las Vegas, Nevada (SEMA Show: 11/4/25 to 11/7/25, AAPEX Show: 11/4/25 to 11/6/25): The 2025 Annual SEMA (Specialty Equipment Market Association) and AAPEX (Automotive Aftermarket Expo) Shows commenced in the Las Vegas Convention Center, Venetian Expo and Ceasars Forum Expo respectively this past week. This was one of of the largest annual exhibition held in Las Vegas comparable to the CES every January with thousands of exhibitors, media and industry/trade participants. As a point of clarification, the SEMA Show focuses on specialty equipment, performance products and customization. Therefore, it is geared towards trade enthusiasts and performance aftermarket products. On the other hand, AAPEX is focuses on the general automotive aftermarket. Therefore, it is geared towards replacement parts and services and business to business (B2B) deals regarding the automotive aftermarket. In particular, Joe's Garage has been the annual highlight of the AAPEX Show and this years was no exception.

2025 SEMA Show: The hightlights of the SEMA Show usually include Concept Vehicles that may be available for the future consumer market. Typically, these are presented with some of the major international manufacturers. For example, the Toyota booth, feature four (4) brand new concept vehicles. The first was: TOYOTA BZ TIME ATTACK CONCEPT. This was based on the 2026 Toyota BZ AWD platform and was formed in collaboration with the Toyota Performance Center and Toyota R & D.

2025 SEMA Show: Second Toyota Concept Vehicle was: TOYOTA CAMRY GT-S CONCEPT. This was based on the 2025 Camry XSE AWD Hybrid platform.

2025 SEMA Show: Third Toyota Concept Vehicle: TOYOTA TACOMA H2 OVERLANDER CONCEPT. The ultimate overlanding Toyota Tacoma concept has a hydrogen fuel cell and battery electric powertrain, makes 547 hp and emits usable water. This was built by Toyota Racing Development (TRD) in California and North Carolina.

2025 SEMA Show: Finally, the fourth Toyota Concept vehicle was: TOYOTA COROLLA CROSS HYBRID NASU CONCEPT. This concept vehicle draws inspiration from Japan's Mt. Nasu and the spirit of outdoor adventure. It features a 2.0 liter hybrid AWD powertrain producing a combined 196 hp.

2025 SEMA Show: Honda, another major Japanese manufacturer, also featured their own concept vehicle: HONDA INTEGRA TYPE S HRC PROTOTYPE. This is track-focused with high performance parts built by the Honda Racing Engineering (HRC) department.

2025 SEMA Show: Foose design unveiled the fully re-imagined Continental convertible which was a custom 1956 Continental powered by a 530 hp Blueprint engine and is a bold representation of American luxury.

2025 SEMA Show: Holy Ghost custom 1975 Caprice Classic convertible with a complete dash makeover and 1100 hp with customized and engraved exteriors.

2025 AAPEX Show: The annual AAPEX show annouced it's 2025 AAPEX Service Award Winners: 1. Service Advisor of the Year: Ms Katlyn French of Hillside Auto Repair; 2. Technician of the Year: Mr. Tony Martinez, Silver Lake Auto and 3. Shop Owner of the Year; Mr. Tom Palermo, Preferred Automotive Specialists.

2025 AAPEX Show: MEMA Vehicle Suppliers Association held it's annual press conference at the 2025 AAPEX Show. MEMA represents the largest manufacturing sector of the United States representing over 4 million jobs. These include Orignal Equipment Manufacturers (OEM) suppliers and Aftermarket Parts suppliers. Topics of innovation to include digital and software companies with smart components and automated driver assist technology and AI technologies.

2025 AAPEX Show: With electric mobility in the horizon, the AAPEX EV experience lectures were also a highlight of this year's show.

2025 SEMA Show: A SEMA show is not complete without it's annual celebrity appearances. One of the most prominet annual celebrity

at the Magnaflow booth is Mr. Mario Andretti who was a former F1 champion, former Indy 500 champion and former Daytona 500 champion thus being the only driver to do this remarkable feat.

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