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**Naples Specialty Equipment Business Participates in the 2005  
SEMA Show**

*TimeHighway.com Joins Celebrated Automotive Event in Las Vegas*

**(Naples, FL) November 14, 2005** – TimeHighway.com of Naples was among more than 2,000 exhibitors at the 2005 SEMA Show at the Las Vegas Convention Center, a global automotive event where emerging trends in automotive customization, design and engineering are unveiled each year.

As a first-time exhibitor at the SEMA Show, TimeHighway.com participated in the Nov. 1-4 trade-only event that brings manufacturers and buyers of automotive specialty equipment together in one location every year to conduct business. The show is considered the mecca of the \$31 billion industry, where manufacturers and service providers showcase cutting-edge technology, style and customization products for a market driven by consumers who are craving the latest in automotive trends.

TimeHighway.com specializes in online and real-time service appointment scheduling.

Peter MacGillivray, SEMA vice president of marketing and communications, said first-time exhibitors are critically important to the success of the specialty equipment industry, which frequently inspires the world's automakers with its innovative products.

"New exhibitors bring fresh ideas and renewed energy to the auto world," said MacGillivray. "It's a very exciting event that has a global influence."

He added that 14 original equipment manufacturers—the most in the show's 39-year history—participated in the 2005 SEMA Show, including automotive giants DaimlerChrysler, Ford, General Motors, Honda and Toyota.

## **About SEMA**

SEMA, the Specialty Equipment Market Association founded in 1963, represents the \$31 billion specialty automotive industry of 6,466 member-companies. It is the authoritative source for research, data, trends and market growth information for the specialty auto parts industry. The industry provides appearance, performance, comfort, convenience and technology products for passenger and recreational vehicles. For more information, contact SEMA at 1575 S. Valley Vista Dr., Diamond Bar, CA 91765, tel: 909/396-0289, or visit [www.sema.org](http://www.sema.org) and [www.enjoythedrive.com](http://www.enjoythedrive.com).