

# SEMA 2009

November 3-6, 2009



## Friends of Ford Activation

Ford Motor Company and the Specialty Equipment Market Association (SEMA) are proud to offer an exclusive opportunity for select enthusiasts to attend the 2009 SEMA Show in Las Vegas, Nevada as "Friends of Ford!"

This never-before-offered opportunity is to attend the 2009 SEMA Show on November 3 and 4, 2009. The SEMA Show represents the pinnacle of automotive industry for the true performance and customization oriented enthusiasts. The SEMA Show is a private industry/media event that celebrates everything automotive. Ford is taking a leadership role in engaging our most loyal consumers by providing limited access to those most likely to shape the future of the aftermarket industry and product offerings. The SEMA organizers embrace this engagement and innovative approach to receive valuable consumer insight to help benefit the entire SEMA Member Organization.

### *Friends of Ford Highlights:*

- 1) 75 Ford-selected vehicles will be displayed together in a special "Powered By Ford - Cruisin' Legends" area on the grounds of the SEMA Show. Each vehicle will receive a special window sticker describing the vehicle - a valued keepsake from the SEMA display. Vehicles selected for this area will be on display from Monday evening thru Friday afternoon.
- 2) A dedicated Friends of Ford registration and gathering headquarters will be easily accessible in the North Hall at the Las Vegas Convention Center. All attendees will pick up their show credentials on site and receive a special "SEMA 2009: Powered By Ford" shirt to be worn during the show. We will also provide a map of the SEMA Show and highlighted areas to visit to provide valued aftermarket insights. Registration will be open Monday thru Wednesday to provide easy access to credentials and materials.
- 3) A Tuesday evening, opening day, rock 'n roll, live band, blowout party powered by Ford and SEMA is being finalized!
- 4) Demo drives of the new 2011 Ford Fiesta will be available at the on-site proving grounds and road course!
- 5) Key events and times include:

#### Tuesday, November 3, 2009:

- 9:00 am - 5:00 pm: SEMA Show is open with Ford exclusive Proving Grounds usage for media and Friends of Ford beginning at noon
- 11:00 am - 11:30 am: Ford Motor Company Design Awards Presentation
- 11:40 am - 12:00 pm: Ford Motor Company Press Conference (Powered By Ford Indoor Display Area)
- 8:00 pm - 11:00 pm: Powered By Ford / SEMA Opening Night Reception on the Motor Trend Proving Grounds

#### Wednesday, November 4, 2009:

- 9:00 am - 5:00 pm: SEMA Show is open with Fiesta vehicles for Ride and Drive evaluations.
- 10:00 am - 11:00 am: Friends of Ford/Opinion Leader Recognition (North Hall)

- 6) Registration forms should be used for the Friends of Ford for Show credentials & vehicles included in the Cruisin' Legends display.
- 7) Additional Show and event information will be communicated directly to the selected individuals in advance of the SEMA Show.

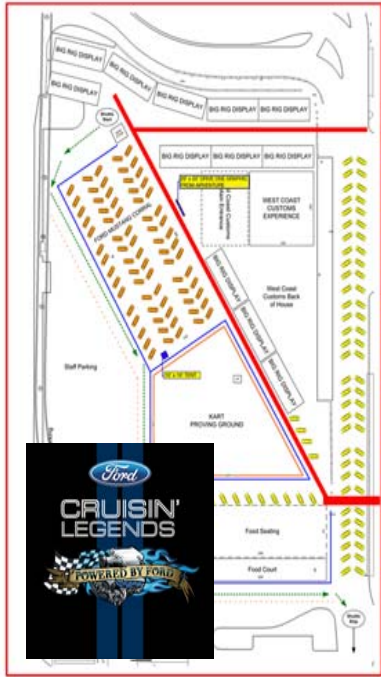


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## SEMA ITEMS OF INTEREST



Cruisin' Legends Lot



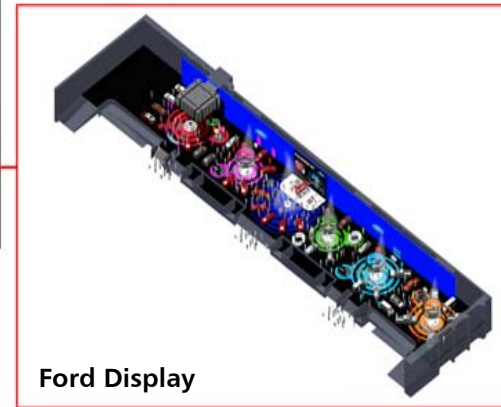
Friends of Ford  
Registration HQ  
(North Hall)

Las Vegas  
Hilton

Ford Bloggers Lounge (Silver State Room)



Gold Lot (Public Parking)



Ford Display



Chip Foose



Carroll Shelby



Ford/SEMA Concert



Modified Vehicles

