



Holley Performance Brands Expands Footprint at SEMA to Showcase Global Aftermarket Leadership

October 29, 2024

Cutting-edge products from Holley's portfolio of iconic brands will be on display at the show

BOWLING GREEN, Ky.--(BUSINESS WIRE)-- [Holley Performance Brands](#) (NYSE: HLLY) today announced the company is expanding its presence at the annual [Specialty Equipment Market Association](#) (SEMA) show with a larger showcase space that demonstrates its global leadership in the automotive performance aftermarket. With a portfolio spanning over 70 top brands, Holley's SEMA booth will feature innovative and cutting-edge platform solutions designed for automotive enthusiasts across four key market verticals: Domestic Muscle, Modern Truck & Off-Road, Euro & Import, and Safety & Racing.



In March 2024, Holley announced the [strategic evolution](#) of its operational branding to Holley Performance Brands. This change underscored the company's goal to expand its influence and enhance its presence globally across all aspects of the high-performance automotive aftermarket sector. SEMA 2024 is a key milestone in this continued journey, as customers will be able to see how Holley Performance Brands is delivering aftermarket innovation for a wide range of vehicles that encompasses much more than classic cars and trucks.

"Our expanded presence at SEMA reflects how we're elevating our strong portfolio of brands to bring more performance, safety, fun and excitement to automotive enthusiasts," said Matthew

Holley Performance Brands brings performance, safety, fun and excitement to automotive enthusiasts around the globe. (Graphic: Business Wire)

Stevenson, President & Chief Executive Officer, Holley Performance Brands. "By putting our customers at the core of everything we do, we're driving our industry forward with unmatched innovation and easy access to better performance. This year's SEMA show is a perfect stage to demonstrate that commitment and further our vision to become the undisputed global leader in automotive performance solutions."

SEMA 2024 Highlights

Holley's expansive booth in Central Hall ([# 22463](#)) will showcase how the company is organizing its market-leading portfolio by how enthusiasts shop and will feature the latest product advancements from some of the most recognized and trusted brands in the industry:

- **Domestic Muscle** : Market-leading tuning solutions from Holley, Holley Sniper EFI and MSD.
- **Modern Truck & Off-Road** : Elevated platform performance from Baer, Flowmaster, ADS, Superchips and DiabloSport.
- **Euro & Import** : Advanced Bluetooth tuning and performance packages from APR and Dinan.
- **Safety and Racing** : Next-generation motorsports safety offerings from Simpson, Stilo and Hans.

The premier trade show for the global automotive aftermarket industry, SEMA 2024 is expected to draw more than 140,000 manufacturers, buyers, media and automotive enthusiasts from around the world. The 2024 show is set to take place November 5-8, 2024, at the Las Vegas Convention Center. For more information on SEMA 2024, click [here](#).

For more Holley Performance Brands company news, click [here](#).

Certain statements in this press release may be considered “forward-looking statements” within the meaning of the “safe harbor” provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking statements are subject to risks, uncertainties, and other important factors which could cause actual results to differ materially from those expressed or implied by such forward-looking statements, including but not limited to Holley’s ability to (1) successfully design, develop, and market new products, (2) maintain and strengthen demand for our products and brands, (3) attract new customers in a cost-effective manner, (4) expand into additional consumer markets, and (5) and the other risks and uncertainties set forth in the Annual Report on Form 10-K for the year ended December 31, 2023 filed with the U.S. Securities and Exchange Commission (“SEC”) on March 14, 2024, and in any subsequent filings with the SEC.

About Holley Performance Brands

Holley Performance Brands (NYSE: HLLY) leads in the design, manufacturing and marketing of high-performance products for automotive enthusiasts. The company owns and manages a portfolio of iconic brands, catering to a diverse community of enthusiasts passionate about the customization and performance of their vehicles. Holley Performance Brands distinguishes itself through a strategic focus on four consumer vertical groupings, including Domestic Muscle, Modern Truck & Off-Road, Euro & Import, and Safety & Racing, ensuring a wide-ranging impact across the automotive aftermarket industry. Renowned for its innovative approach and strategic acquisitions, Holley Performance Brands is committed to enhancing the enthusiast experience and driving growth through innovation. For more information on Holley Performance Brands and its dedication to automotive excellence, visit <https://www.holley.com>.

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Source: Holley Performance Brands