



Holley Performance Brands Demonstrates Strong Momentum and Product Innovation at SEMA 2025

October 30, 2025

Portfolio of iconic brands continues to cement Holley's aftermarket leadership and deliver comprehensive performance solutions for enthusiasts worldwide

BOWLING GREEN, Ky., Oct. 30, 2025 (GLOBE NEWSWIRE) -- [Holley Performance Brands](#) (NYSE: HLLY), a leader in automotive aftermarket performance solutions, today announced it will be showcasing the latest performance solutions from its iconic portfolio of industry-leading brands at SEMA 2025, the automotive aftermarket's premier show, in Las Vegas, Nevada. Each of Holley's consumer product verticals, Domestic Muscle, Modern Truck & Off-Road, Euro & Import and Safety & Racing, will be represented through new product walkthroughs, showcase builds and on-site experts.

"Driving innovation and transformation is a journey, and our team is constantly evolving and expanding how and where we serve enthusiasts," said Matthew Stevenson, President & CEO, Holley Performance Brands. "We are reaching more people as we continue our work to become the global leader in aftermarket automotive performance solutions. There is an incredible wealth of knowledge and passion within our team that fuels our daily momentum, and we're excited to share more of our story at SEMA this year."

Inside SEMA 2025

Holley Performance Brands will be located in Central Hall ([#22463](#)). The booth will feature unique builds, product demonstrations, direct engagement with influencers and access to subject matter experts, offering a 360-degree view of the brands and innovations that define today's Holley.

- **Domestic Muscle** – At the core of Holley's legacy is the drive to tune and elevate performance vehicles. At SEMA 2025, attendees will experience the brand's expanded EFI ecosystem, now bundled with the HyperSpark ignition system, offering a complete, enthusiast-ready solution. A 1995 fourth-gen Camaro build anchors the display, not just as a showpiece, but as a source of inspiration. It demonstrates how Holley's full suite of products can empower enthusiasts to reimagine their own products with modern power, precision, and style.
- **Modern Truck & Off-Road** – One of Holley's fastest-growing verticals, Modern Truck & Off-Road is fueled by turnkey Performance Packages that deliver the power and excitement today's drivers demand. At the center of the SEMA display is a 2026 Callaway Silverado Super Charged 1500 build, spotlighting Holley's [strategic partnership](#) with the legendary brand and showcasing elevated, all-in-one solutions designed to meet the needs of enthusiasts across a range of budgets and platforms.
- **Euro & Import** – This is an exciting time for Holley's Euro & Import vertical. APR will debut an expanded APR Ultralink for simple at-home tuning, and three stages of upgraded Performance Packages supporting top vehicle platforms, while popular Dinan packages and content will also be on display. The featured 2024 Audi RS3 will showcase all product categories available in the Euro & Import catalog.
- **Safety & Racing** – Holley's Safety & Racing vertical will spotlight what's next in motorsports innovation with 2025 product launches, including the new RaceQuip NX25 helmet. This vertical will also offer a sneak peek at what's coming to the PRI Show in December, where even more innovations will be showcased, including Holley's next-gen [Snell SA2025](#)-compliant helmet lineup.

For more than 50 years, Holley Performance Brands has been a proud part of the SEMA Show. This longstanding presence underscores the company's commitment to the automotive aftermarket and its passion for being deeply immersed in this industry through forward-thinking, culture-defining product innovation. Holley is looking forward to exhibiting once again, showcasing to customers, decision-makers and media alike that its rich history of performance, brands and products continues to shape the future of the aftermarket.



Pictured: Holley Performance Brands' four consumer verticals — Domestic Muscle, Modern Truck & Off-Road, Euro & Import, and Safety & Racing

Looking Ahead: PRI 2025

Later this year, the company will have a significant presence at [PRI 2025](#) in Indianapolis, IN, including Holley Performance Brands (Green Hall #1229), Stilo (Green Hall #1225), and Simpson, HANS and RaceQuip (Green Hall #1313).

For more Holley 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) execute our business strategy, including monetization of services provided and expansions in and into existing and new lines of business; (2) grow and manage growth profitably; (3) maintain relationships with customers and suppliers; (4) successfully integrate acquisitions or achieve the expected synergies from such acquisitions; (5) successfully design, develop, and market new, effective, and safe products, (6) expand into new markets; (7) compete effectively in our market; (8) maintain and strengthen demand for our products and brands; (9) maintain successful and profitable partnerships; (10) achieve expected returns on investments; and (11) the other risks and uncertainties set forth in the Annual Report on Form 10-K for the year ended December 31, 2024 filed with the U.S. Securities and Exchange Commission (“SEC”) on March 14, 2025, 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>.

Media Relations Contact(s):

Jordan Moore, jmoore@tinymightyco.com / Sydney Goggans, sgoggans@tinymightyco.com

Investor Relations Contact(s):

Anthony Rozmus / Neel Sikka
Solebury Strategic Communications
203-428-3224
Holley@soleburystrat.com

Photos accompanying this announcement are available at:

<https://www.globenewswire.com/NewsRoom/AttachmentNg/7f906ec5-5d21-46a7-875c-9cda779553b6>

<https://www.globenewswire.com/NewsRoom/AttachmentNg/fc29570d-6d37-48bd-9297-2b108fcb7e3>



Holley Performance Brands at SEMA 2025



Holley Performance Brands at SEMA 2025 - Central Hall, Booth #22463

Holley Performance Brands at SEMA 2025



Pictured: Holley Performance Brands' four consumer verticals — Domestic Muscle, Modern Truck & Off-Road, Euro & Import, and Safety & Racing