

New SEMA Garage Planned in Michigan

-- 45,000-sq.ft. facility to include high-tech equipment, testing lab, and new services for ADAS systems --

DIAMOND BAR, Calif. (April 15, 2021) -- The Specialty Equipment Market Association (SEMA) purchased a 45,000-square-foot building in the Detroit, Mich., area to be used as a second SEMA Garage where manufacturers will have access to advanced product-development tools and equipment, a state-of-the-art emissions testing lab, an ADAS research and development center, and expert technicians who will help bring products to market.

Like the high-tech SEMA Garage in Diamond Bar, Calif., the Detroit facility will give aftermarket parts manufacturers access to sophisticated resources that are typically accessible only to large-scale manufacturers. In addition to exclusive OEM measuring sessions, scanning services, advanced tools and equipment, a CARB-recognized emissions lab, and a modern training center, the Detroit facility will include expanded services and offer new SEMA benefits through the ADAS Research and Development Center. The ADAS Center represents a new venture for SEMA, where manufacturers will be able to obtain static calibration of on-board vehicle ADAS systems (radars and cameras). With access to OEM-quality equipment and procedures, manufacturers will be able to easily troubleshoot software/hardware obstacles, as well as work on dynamic testing in conjunction with local facilities.

“The SEMA Garage Detroit facility opens up new doors and opportunities,” said Mike Spagnola, SEMA vice president of OEM relations and product development. “We will be able to take our current offerings to a whole new level by making the services accessible to new members, incorporating new technology, and collaborating with key partners in the area.”

Located in Plymouth, Mich., less than 30 miles from the heart of Detroit, the SEMA Garage Detroit facility is ideally located near several major automakers and is in close proximity to many Tier One suppliers, SEMA member companies, test tracks, automotive technology, and aftermarket suppliers. The Detroit facility is three times larger than the SEMA Garage in Diamond Bar, which opened in 2013 and has provided more than 1,000 SEMA manufacturers exclusive access to new vehicles and CAD files, facilitated rapid prototyping, and assisted in obtaining CARB EOs.

SEMA Garage Detroit will undergo extensive facilities improvements and include new equipment, such as emissions and horsepower testing for all-wheel-drive and diesel vehicles, vehicle lifts, full sets of tools, fabrication equipment, an alignment rack, 3D scanning tools, and engineering software. The lab will be purpose-built to accommodate a 48-inch all-wheel-drive chassis dynamometer and include a new emissions test bench. With equipment that meets CARB’s new 1066 testing requirement standards, SEMA Garage Detroit will be able to perform all required CARB and EPA test procedures.

“The SEMA Garage is a game changer for manufacturers,” said Spagnola. “By utilizing the tools and resources in the SEMA Garage, manufacturers no longer rely on trial and error for their product development. They are also able to navigate the complex process of obtaining required certifications and meet compliance.”

Through the SEMA Garage’s resources, manufacturers are often able to develop fully functional prototypes in as little as two weeks, and obtain CARB EOs in as little as 12 weeks. The SEMA Garage Detroit facility is scheduled to be open for members in early 2022. For more information, visit www.semagarage.com.

About SEMA

SEMA, the Specialty Equipment Market Association founded in 1963, represents the \$46.2 billion specialty automotive industry. The industry provides appearance, performance, comfort, convenience and technology products for passenger and recreational vehicles. Association resources include market research, legislative advocacy, training and product development support, as well as leading trade shows such as the SEMA Show in Las Vegas, NV, and the Performance Racing Industry (PRI) Trade Show in Indianapolis, IN. For more information, visit www.sema.org, www.semashow.com, or www.performanceracing.com.

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