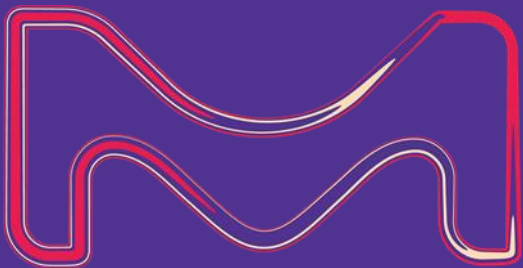


The Electronics business of Merck KGaA, Darmstadt, Germany  
operates as EMD Electronics in the U.S. and Canada.

# SEMA Show 2022 trends report

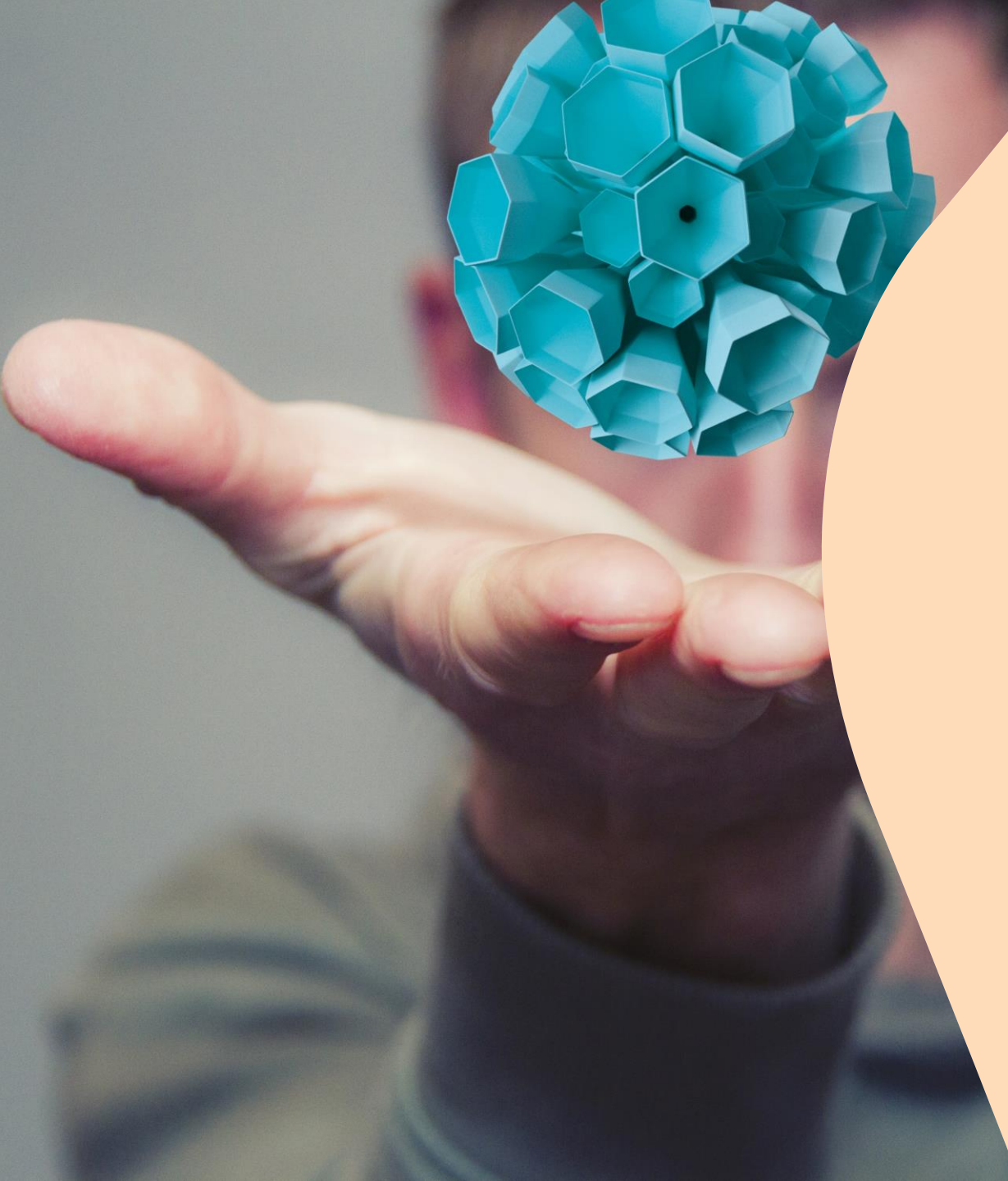
**November 1st – 4<sup>th</sup> 2022, Las Vegas, NV**

Fabien DARCHE, Strategic Marketing Americas COA  
March 2023



**EMD  
Electronics**





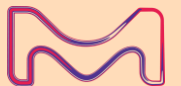
## Hi, welcome to EMD Surface Solutions!

For over 360 years, we have been a vibrant company of science and technology and have developed a curiosity about our world and what surrounds us.

This is why part of our mission is to provide different perspectives of insights and trends to our partners and customers.

This information is not necessarily directly related to our activities; however, it could contain relevant trend markets insights that could be adapted or transferred in short or mid-terms to cosmetics, coatings or industrial applications.

Enjoy the journey with us!



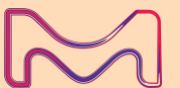


## SEMA Show 2022

The SEMA Show is **the premier automotive trade show in the world**. This trade-only event enables specialty equipment manufacturers to debut new, innovative products, and connect with industry buyers from all over the world. For many years, it has been considered as **an exotic tuning event**, however, it has been the stage for **heavy trends launches** for decades (i.e. matte finishes, superflakes...)

Organized by the Specialty Equipment Market Association, the SEMA Show could be considered as a "messy" but **very relevant laboratory for automotive aesthetics innovations**.

The 2022 Edition, first real edition after the pandemic, took place from November 1<sup>st</sup> to 4<sup>th</sup> at the Las Vegas Convention Center, Las Vegas, NV.



# Table of content

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The fair

02

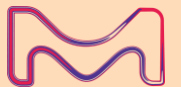
Market trends

03

Color trends

04

Highlights





01

the fair

EMD  
ELECTRONICS

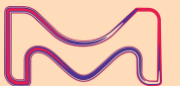




# overview of the fair

**A very messy atmosphere**, wrapping up accessories, special equipment, finishing materials, application suppliers, car customization and OEMs booths **all together**.

It definitely worths to **spend some time** in the halls, **digging up** to find accurate contents.





# OVERVIEW



# SEMA2022

## Overview



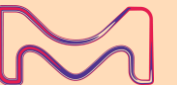


# SEMA2022

## Overview



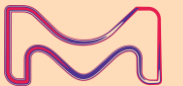






# SEMA2022

## Overview





# SEMA2022

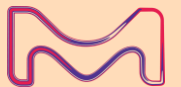
## Overview



Link to video

<https://youtu.be/SsSD3hiuAN4>

*Internet connection is required  
to stream the video. Enjoy!*



The background features a blue-to-purple gradient. On the left side, there is a cluster of red, glossy spheres of various sizes, some of which are blurred to create a sense of depth. Scattered across the blue area are several small, solid red circles.

# DEMS PRESENCE

EMD  
ELECTRONICS



# SEMA2022

OEMs presence

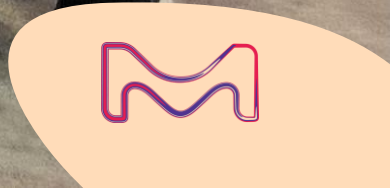




# SEMA2022

OEMs presence

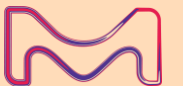
## OEMs presence





# SEMA2022

OEMs presence



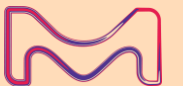


# SEMA2022

OEMs presence



## TRAILHUNTER





# SEMA2022

OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

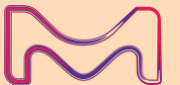
OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

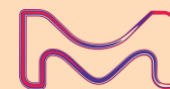
OEMs presence





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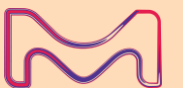
OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

OEMs presence



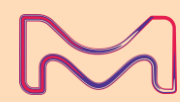


# SEMA2022

OEMs presence



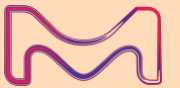
**Jeep**  
**JEEP. WRANGLER MAGNETO 2.0 CONCEPT**  
The Jeep Wrangler Magneto 2.0 Concept is a two-door, four-wheel drive vehicle. It features a white body with blue accents, including the interior seats and side graphics. The vehicle is equipped with large, black, off-road tires and a black roll-over protection system. The word "MAGNETO" is prominently displayed on the side. The vehicle is a concept car, meaning it is a prototype of a future production model. It is designed to be a more compact and agile version of the Wrangler, while maintaining the iconic Jeep look and off-road capabilities. The Magneto 2.0 Concept is powered by a 2.0-liter engine and features a new transmission. It also includes advanced safety features and a more refined interior. The vehicle is expected to be unveiled as a production model in the near future.





# SEMA2022

OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

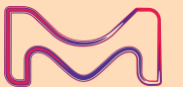
OEMs presence





# SEMA2022

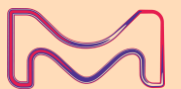
OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

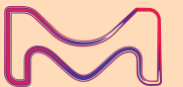
OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

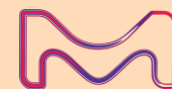
OEMs presence





SEMA2022

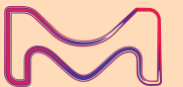
OEMs presence





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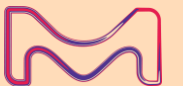
OEMs presence





# SEMA2022

OEMs presence





# SEMA2022

OEMs presence



# LUCID

Grand Touring Performance and Grand Touring



Compare Airs.

	 Grand Touring Performance	 Grand Touring
Max power	1,050 hp	819 hp
0-60 mph	2.6 secs	5.0 secs
EPA-est. range up to	446 mi	516 mi
Approx. charging time to 300 miles	27 mins	20 mins
Drive Type	Dual-Motor AWD	Dual-Motor AWD



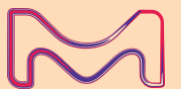
Configure your own at <https://www.lucidmotors.com/air/configure>.





# SEMA2022

OEMs presence







## LORDSTOWN MOTORS

### 2023 Endurance

**Powertrain/Drivetrain**

- Drivetrain layout: 4-in. wheel hub motors with all-wheel drive
- Targeted Peak Power (hp/kw) 440/328
- Targeted Peak Torque 4,971 lb.-ft.

**Battery/Energy Storage**

- Battery Type: lithium ion and refrigerant cooled
- Battery Capacity: 109 kw-hr

**Targeted Charge Times**

**DC Fast Charging**

- 150 kw DCFC from charge level 20%–80% <45 min.

**AC Level 2**

- 48A connected charge station from charge level 20%–80% <6.5 hours

**Targeted EPA-Estimated Range**

- 200 miles

**Max Conventional Trailering Load**

- 8,000 lbs.

**Contact:**

[lordstownmotors.com](http://lordstownmotors.com)  
[linkedin.com/company/lordstownmotorscorp](https://www.linkedin.com/company/lordstownmotorscorp)  
[facebook.com/lordstownmotors](https://www.facebook.com/lordstownmotors)  
[@lordstownmotors](https://twitter.com/lordstownmotors)

**LORDSTOWN**

**SEMA**  
2022

A technical illustration of a charging station, showing a vertical pole with a charging cable and a connector. The station is mounted on a base and has a small display or sensor at the top.

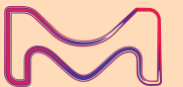


SEMA2022

OEMs presence

DELOREAN

LIVE THE DREAM...AGAIN





# SEMA2022

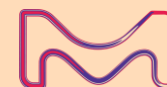
OEMs presence





**SEMA2022**

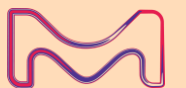
OEMs presence





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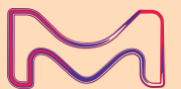
OEMs presence





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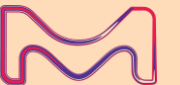
OEMs presence





# SEMA2022

OEMs presence







02

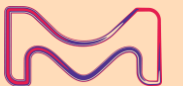
Market trends



Powder coatings became very popular this year with extremely dynamic neon and other vibrant colors. Effects are also present in both OEMs and aftermarket portfolios.

Wheels and high-resistance metal accessory parts are the main applications for powder coatings.

# powder coatings





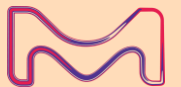
SEMA2022

Powder Coatings

CLEAR

**Powder Coated**

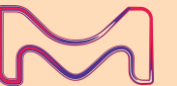
NO Polishing Required





# SEMA2022

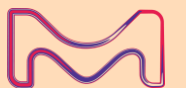
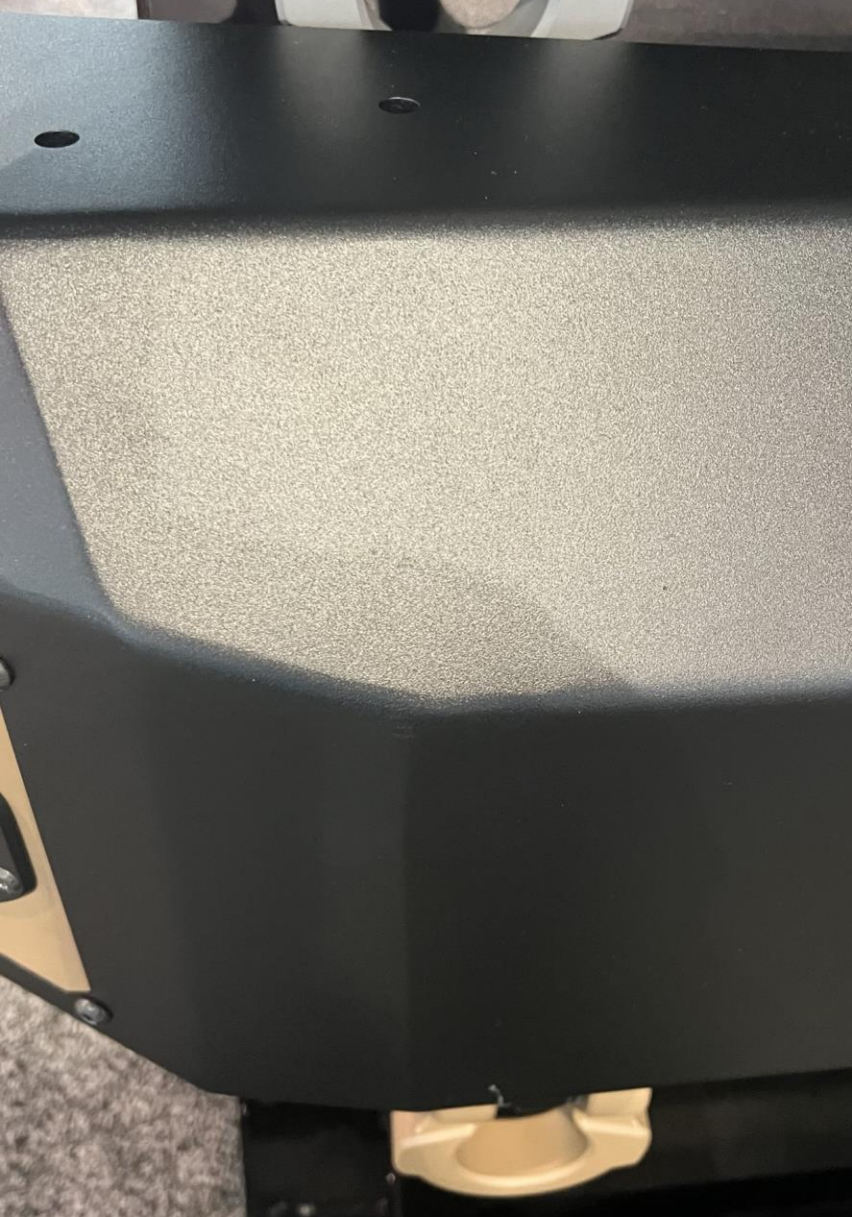
## Powder Coatings





# SEMA2022

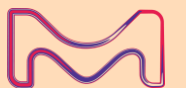
## Powder Coatings





# SEMA2022

## Powder Coatings





# SEMA2022

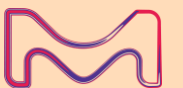
## Powder Coatings





# SEMA2022

## Powder Coatings





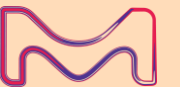
Car wrapping materials and application demos are the norm at the SEMA Show.

Plaid and random aspects are appearing. Color travel effects are in high-demand.

Chrome-based-like and anodized finished are part of the new trend.

Vinyl wrapping spray is also becoming a new reality...

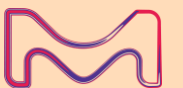
# car wrapping





# SEMA2022

Car wrapping





## Car wrapping





# SEMA2022

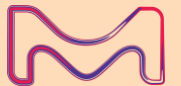
Car wrapping





# SEMA2022

## Car wrapping



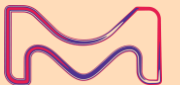


# SEMA2022

## Car wrapping



Engineered to Achieve Perfection™





# SEMA2022

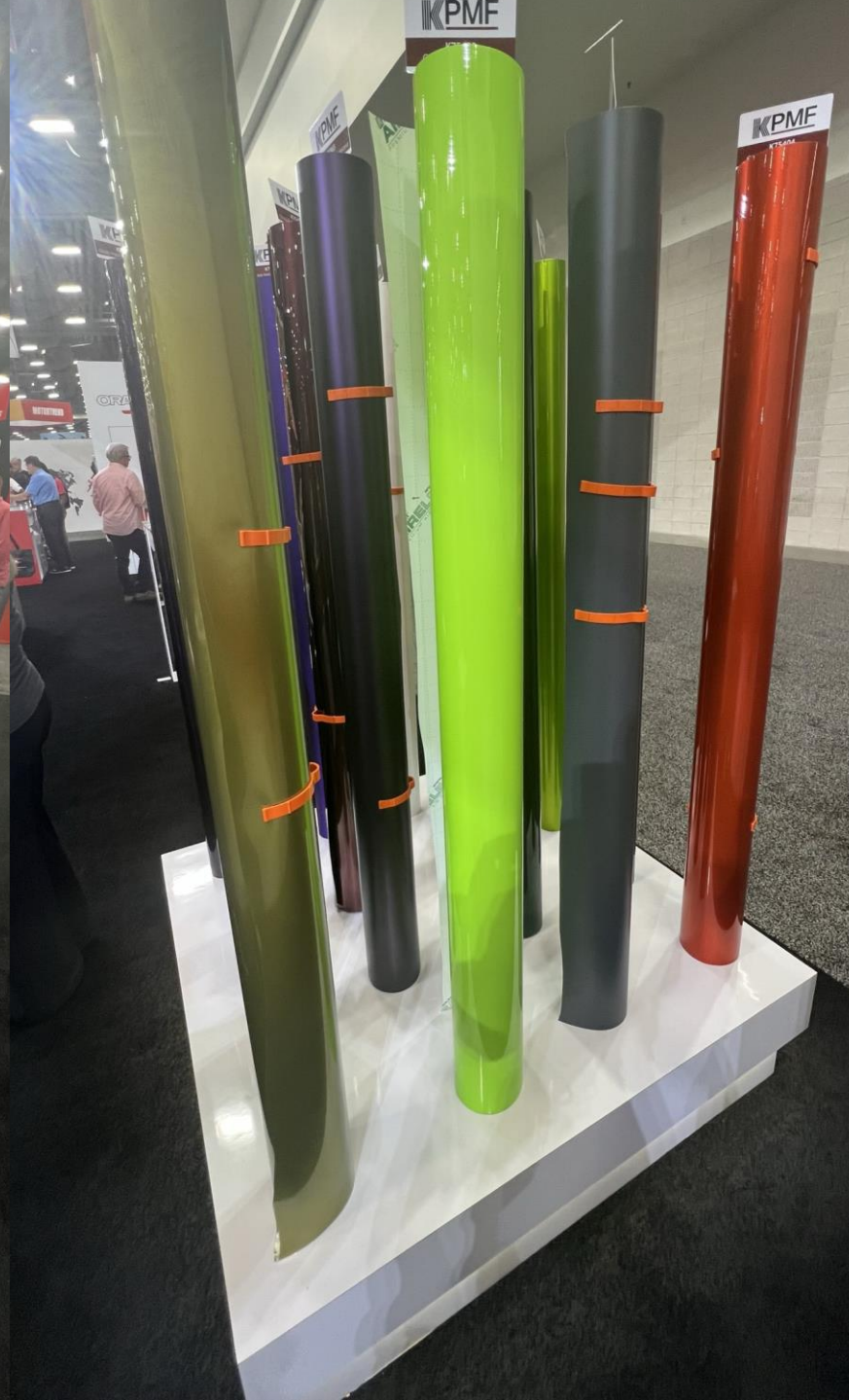
## Car wrapping





# SEMA2022

## Car wrapping





# SEMA2022

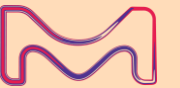
## Car wrapping





# SEMA2022

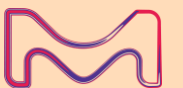
## Car wrapping





# SEMA2022

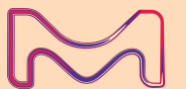
Car wrapping





# SEMA2023

Car wrapping





# SEMA2022

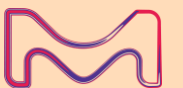
Car wrapping





# SEMA2022

Car wrapping





# SEMA2022

Car wrapping

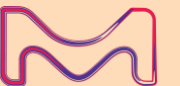




PU coatings began to increase recently for protective truck bedding coverage, offering all-weather and shock resistance for more practicality.

The new trend is now to integrate colors and masking patterns, and to apply this spray-coating all over the bodywork, for an exclusive toughness and indestructible aspect.

# pu coatings





# SEMA2022

PU Coatings



MIX

SHAKE

SHOOT

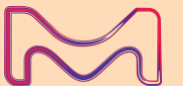
**FOR INDUSTRIAL USE ONLY**

1 US Gallon (3.8 Liters)

4x24 oz. CANYON Truck Bed Protective Coating

4x8 oz. CANYON Activator

**BLACK**





# SEMA2022

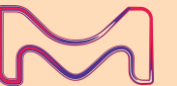
## PU Coatings





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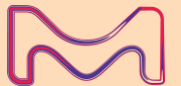
PU Coatings





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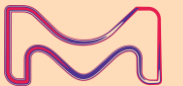
## PU Coatings





# SEMA2022

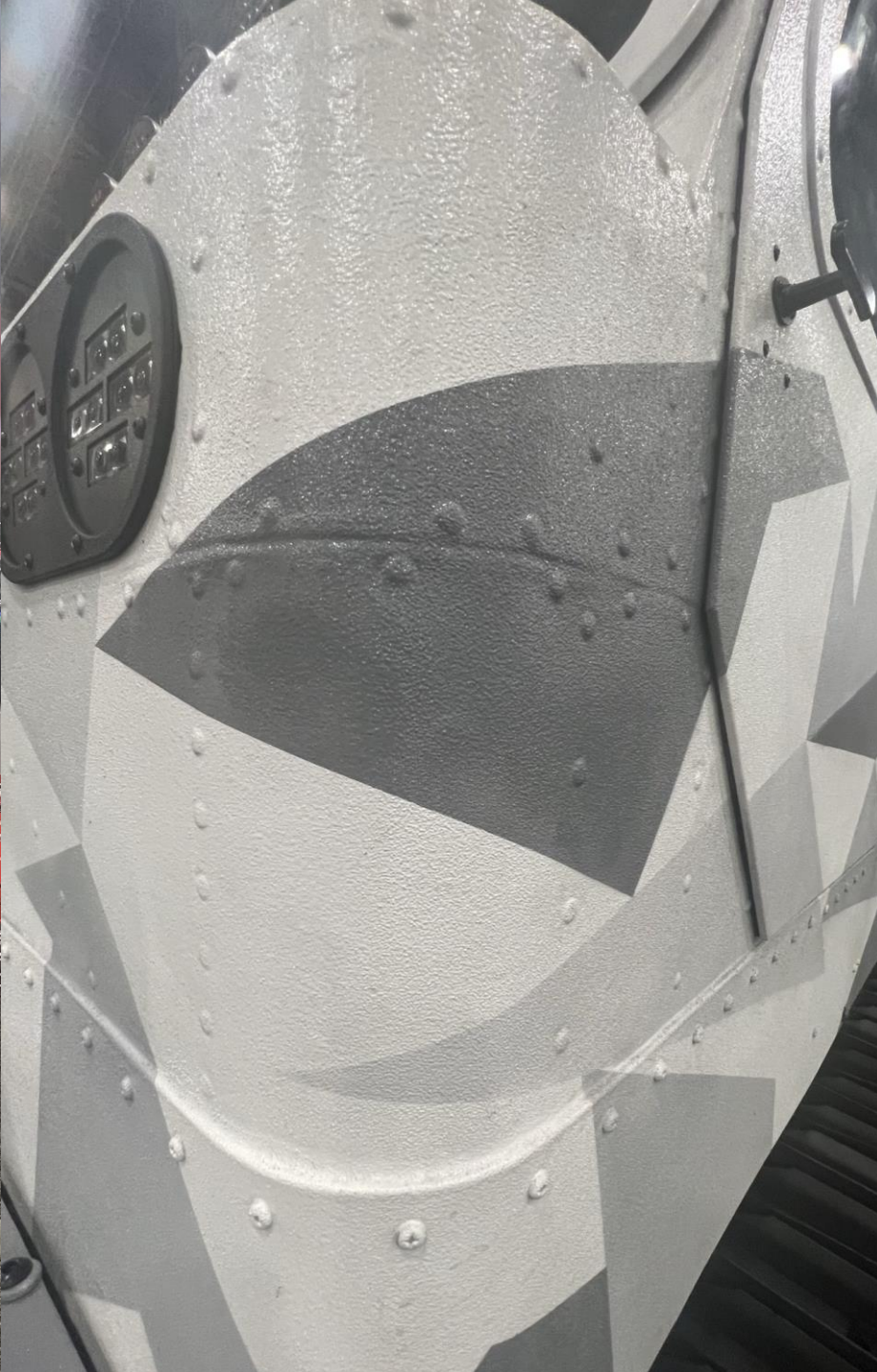
## PU Coatings





# SEMA2022

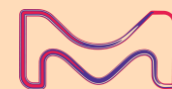
## PU Coatings





# SEMA2022

PU Coatings

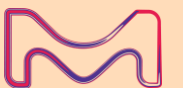




Even though the SEMA Show is the stage for custom wheels presentations, it also helped to identify in the past years trends that nowadays became mainstream (like diamond-cut finishes).

This year, colored wheel are trending, as shown in the forthcoming selection...

## colored wheels





# SEMA2022

Colored wheels





# SEMA2022

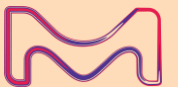
Colored wheels





# SEMA2022

## Colored wheels



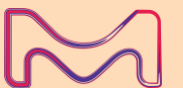


# SEMA2022

## Colored wheels

ITEM : [ TJIKKO ]  
SIZE : 18×13  
ET : -82  
PCD : 5X130  
CB : 71.6

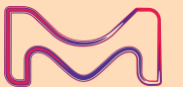
RWB WHEELS





# SEMA2022

Colored wheels





# SEMA2022

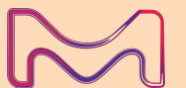
Colored wheels





# SEMA2022

## Colored wheels





# SEMA2022

## Colored wheels





# SEMA2022

Colored wheels





# SEMA2022

Colored wheels





# SEMA2022

## Colored wheels



#### Wheel and Related Product

Product: F1500 Offroad F17100

Company: Cheng Jishi

Part #: N/A

Model: 1/2, 3/4, 1.0

Weight: 4800

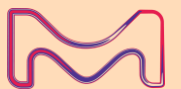
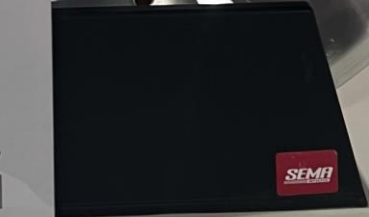
Description:

F1500 Offroad F17100

Available in 2018, 2019, 2020



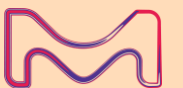
81700





# SEMA2022

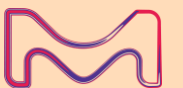
Colored wheels





# SEMA2022

Colored wheels





# SEMA2022

Colored wheels





# SEMA2022

Colored wheels





# SEMA2022

Colored wheels



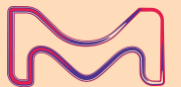
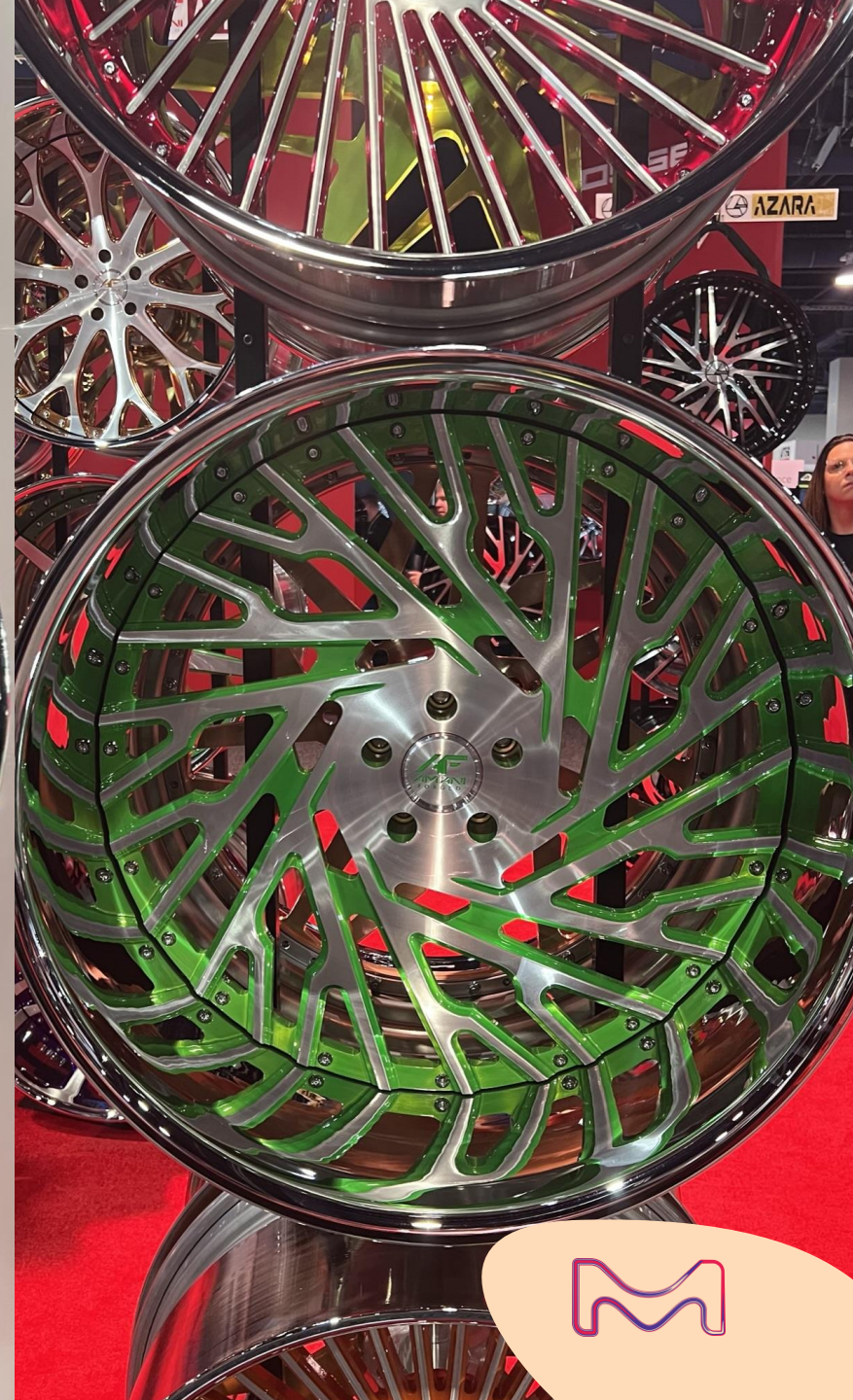


# SEMA2022

## Colored wheels



ITEM : [ OGW ]  
SIZE : 18x13.5  
ET : -112  
PCD : 5x130  
CB : 71.6

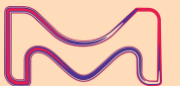




Every year, ATVs are developing a stronger presence as leisure vehicles in North America. It is not surprising to see the customization of these vehicles increase in this sector.

Here is the “best in show” selection...

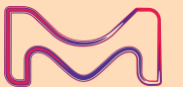
# ATV customization





# SEMA2022

## ATV Customization





# SEMA2022

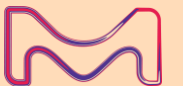
## ATV Customization





# SEMA2022

## ATV Customization





# SEMA2022

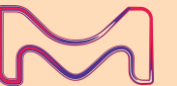
## ATV Customization





# SEMA2022

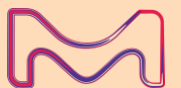
## ATV Customization





# SEMA2022

## ATV Customization





# SEMA2022

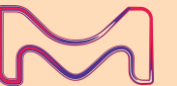
## ATV Customization





# SEMA2022

## ATV Customization





# SEMA2022

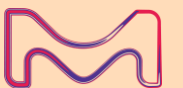
## ATV Customization





# SEMA2022

## ATV Customization

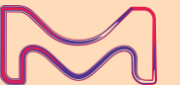




Liftkits are also a traditional feature of the SEMA Show, creating real “outrageous” monster trucks.

This year, the selection showcases applications to regular trucks as well as to more unconventional cars and vintage pieces...

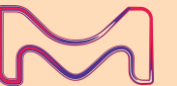
# liftkits





# SEMA2022

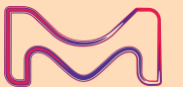
## Liftekits





# SEMA2022

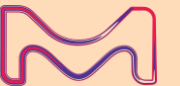
## Liftkits





# SEMA2022

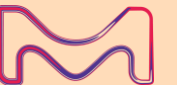
## Liftkits





# SEMA2022

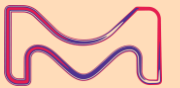
## Liftkits





# SEMA2022

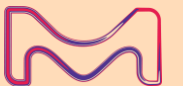
## Liftkits





# SEMA2022

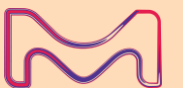
## Liftkits





# SEMA2022

Liftkits







03

color trends

EMD  
ELECTRONICS



The background features a solid blue gradient. On the left side, there is a cluster of red, glossy spheres of various sizes, some of which are blurred to create a sense of depth. Scattered across the blue background are several smaller, solid red circles of different diameters.

# EFFECTS

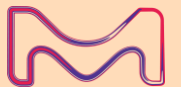
EMD  
ELECTRONICS



Color travel was strongly present at the show, in both coatings (more subtle dosage) and wrapping solutions (more extreme).

Rainbow effect, especially on metallic or chrome-based is also trending...

# color travel





# SEMA2022

Color travel

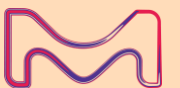




Cracked and rusted metal aspects under protective topcoat (mate or high-gloss or even tainted) were trending during this year's edition.

This feature brings up signs of authenticity and proof of "real life". Randomness of the aspect is also a strong point, making every piece unique...

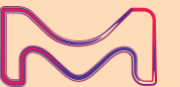
# Rusted





**SEMA2022**

Rusted

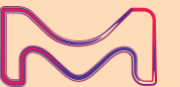




Chrome, aluminum or raw brushed metal aspects were still quite present this year, confirming a trend of “coating-skipping”.

On one hand, it contributes to weight reduction, and on the other, it allows for the highlighting for structural metal parts, traditionally hidden by the coatings...

# Real Metal



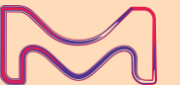


# SEMA2022

Real metal



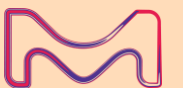
22333





SEMA2022

Rusted





The background features a blue-to-purple gradient. On the left side, there are numerous red spheres of varying sizes, some of which are glossy and appear to be floating or falling. The word "COLORS" is written in a bold, white, sans-serif font in the center-right area.

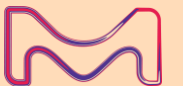
# COLORS

EMD  
ELECTRONICS



Blue is still the main trend this year,  
with a wide variety of aspects in the  
blue spectrum...

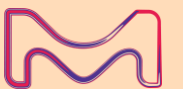
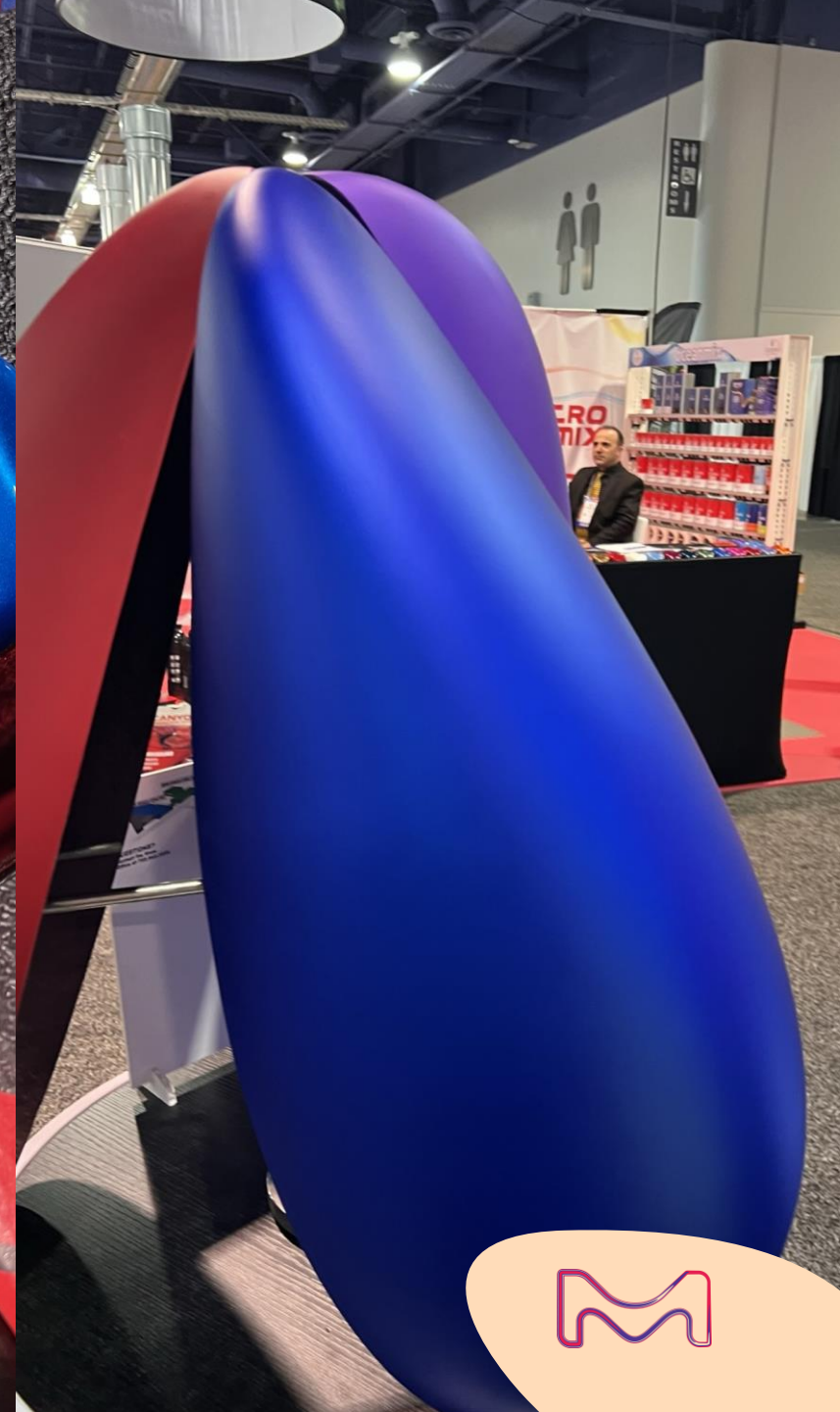
blue





SEMA2022

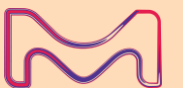
Blue





# SEMA2022

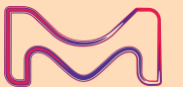
Blue





# SEMA2022

Blue





# illustrative case

## Eternal Blue



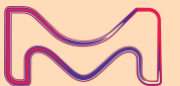
**Click and watch the video  
to discover stylings!**

*Internet connection is required  
to stream the video. Enjoy!*



**Styling NXT 21-08**  
**Eternal Blue**

68.11% Xirallic® NXT  
T260-23 SW  
Tigris Blue





# SEMA2022

Blue





# illustrative case

## Blue Lotus



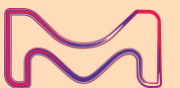
**Click and watch the video  
to discover stylings!**

*Internet connection is required  
to stream the video. Enjoy!*



**Styling NXT 21-09**  
**Blue Lotus**

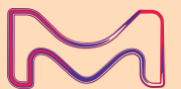
61.34% Xirallic® NXT  
T260-23 SW  
Tigris Blue





SEMA2022

Blue





# illustrative case

## Peacock Blue



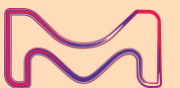
**Click and watch the video  
to discover stylings!**

*Internet connection is required  
to stream the video. Enjoy!*



**Styling NXT 21-11**  
**Peacock Blue**

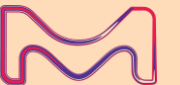
59.00% Xirallic® NXT  
T260-23 SW  
Tigris Blue





# SEMA2022

Blue





# illustrative case

## Tropical Water Blue



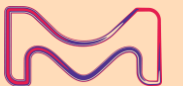
**Click and watch the video  
to discover stylings!**

*Internet connection is required  
to stream the video. Enjoy!*



**Styling NXT 21-07**  
**Tropical Water Blue**

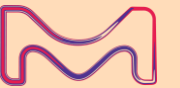
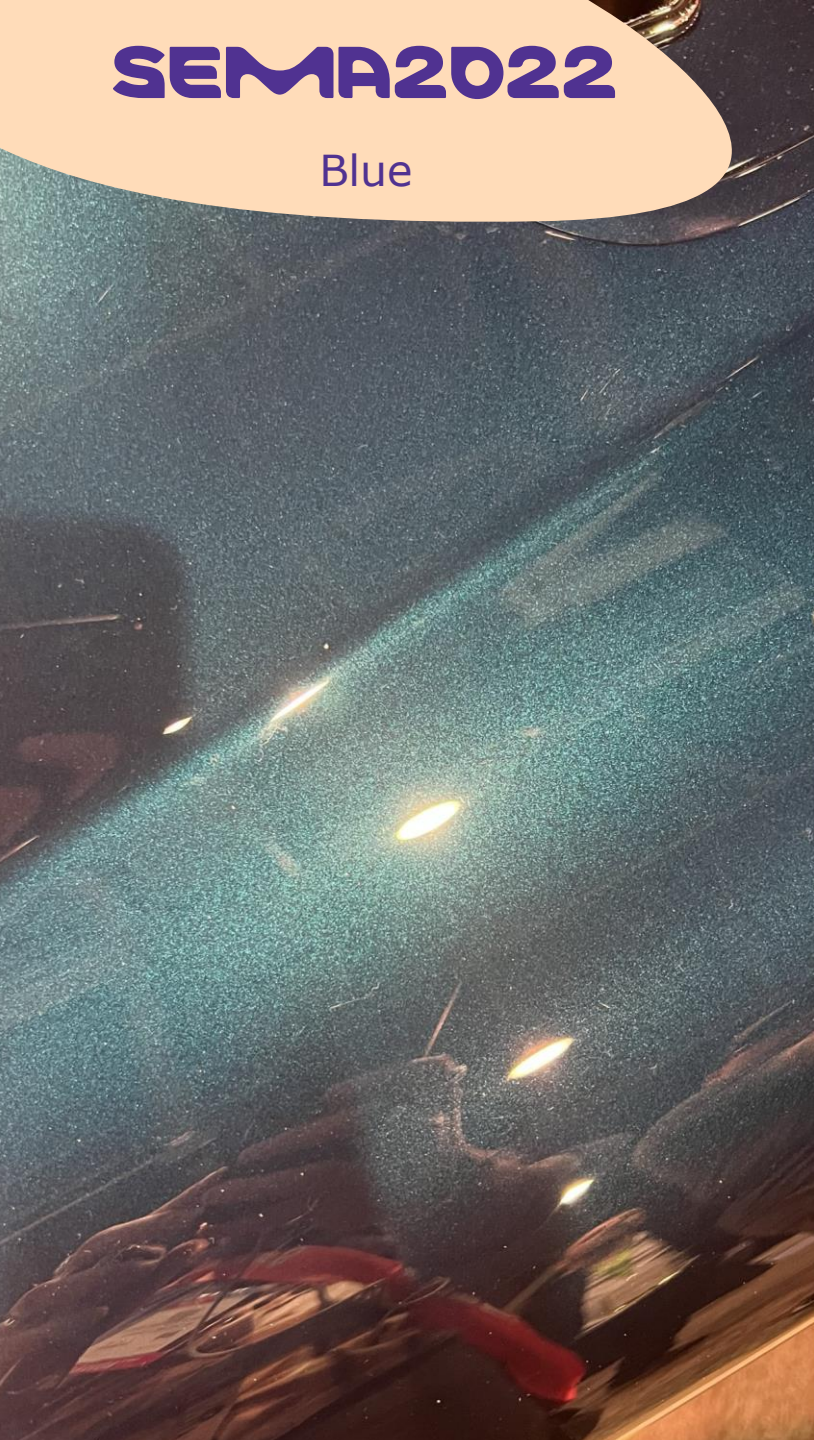
68.11% Xirallic®  
T60-23 SW  
Galaxy Blue





SEMA2022

Blue





# illustrative case

## Glass Beach Blue



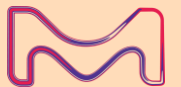
**Click and watch the video  
to discover stylings!**

*Internet connection is required  
to stream the video. Enjoy!*



**Styling NXT 21-24**  
**Glass Beach Blue**

79.96% Xirallic® NXT  
M260-70 SW  
Amur Black

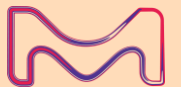




The color pink is gaining more presence and is being used as a color accent or as a fake solid on the vehicle. Mixed with gold to create rose gold it was used to highlight a selection of vintage custom models.

Beyond coatings applications, baby pink is appearing quite strong for premium car wrapping...

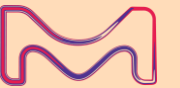
**PINK**





# SEMA2022

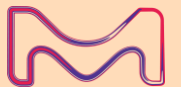
Pink





# SEMA2022

Pink





# SEMA2022

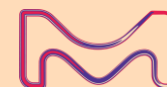
Pink





**SEMA2022**

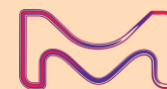
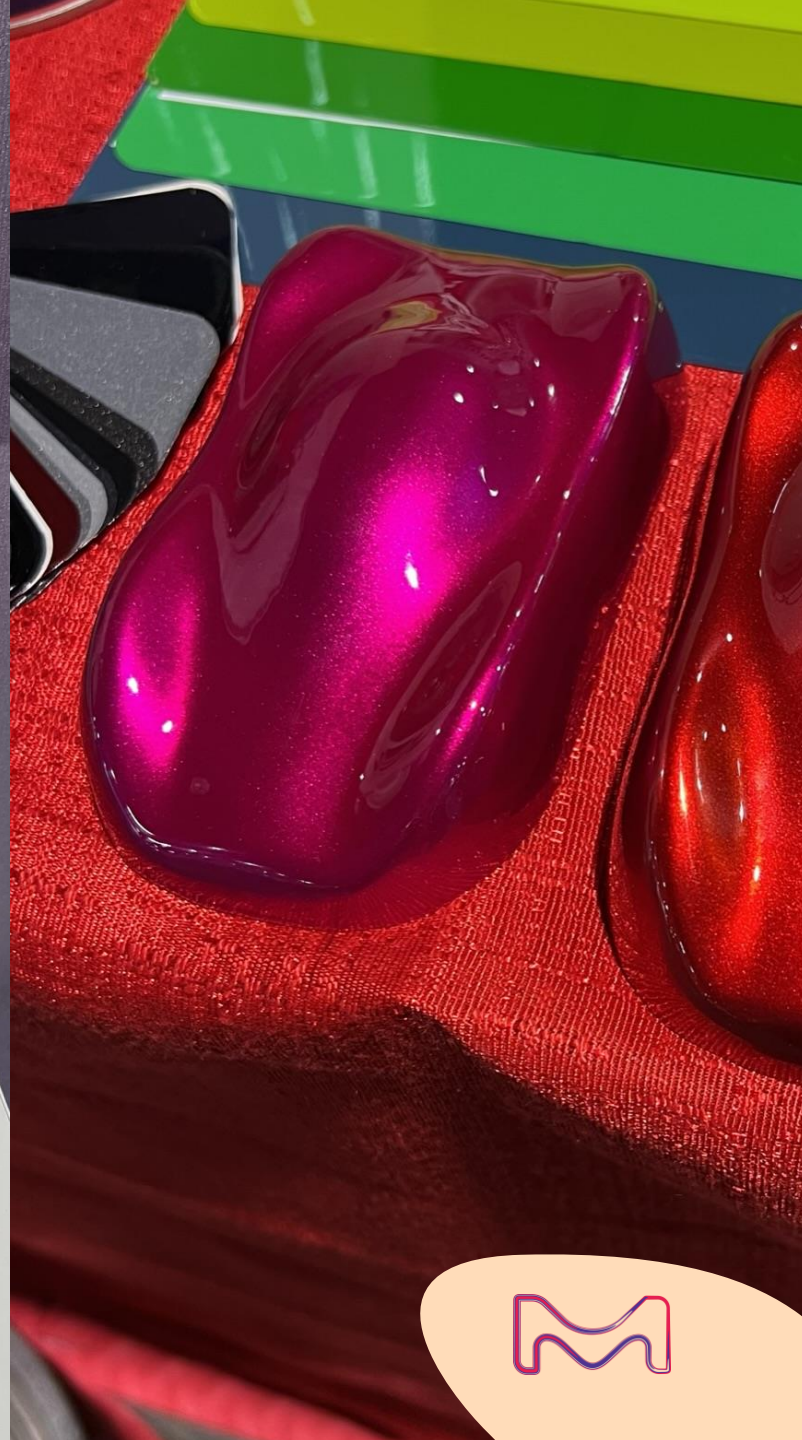
Pink





SEMA2022

Pink







# Exploration case

## Sunset Kiss

**Styling NXT 21-03**

**Sunset Kiss**

75.77% Xirallic® NXT

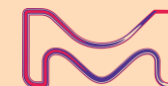
F260-51 SW

Cougar Red



**Click and watch the video  
to discover stylings!**

*Internet connection is required  
to stream the video. Enjoy!*

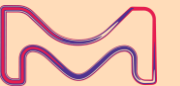




Purple was another great surprise of this show, used plain or as a shade for both coatings and car wrapping application.

Some OEMs, such as Lexus, have already integrated it in their commercial ranges and in their booth. Some BMW premium M models were also on display on private booths...

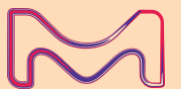
purple





# SEMA2022

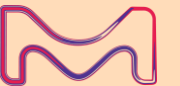
Purple





# SEMA2022

Purple

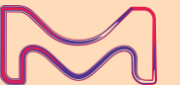




# SEMA2022

Purple

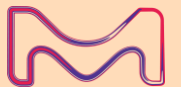
**TECHFLEX**  
Braided Sleeving Products





# SEMA2022

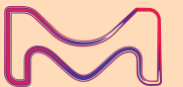
Purple





# SEMA2022

Purple





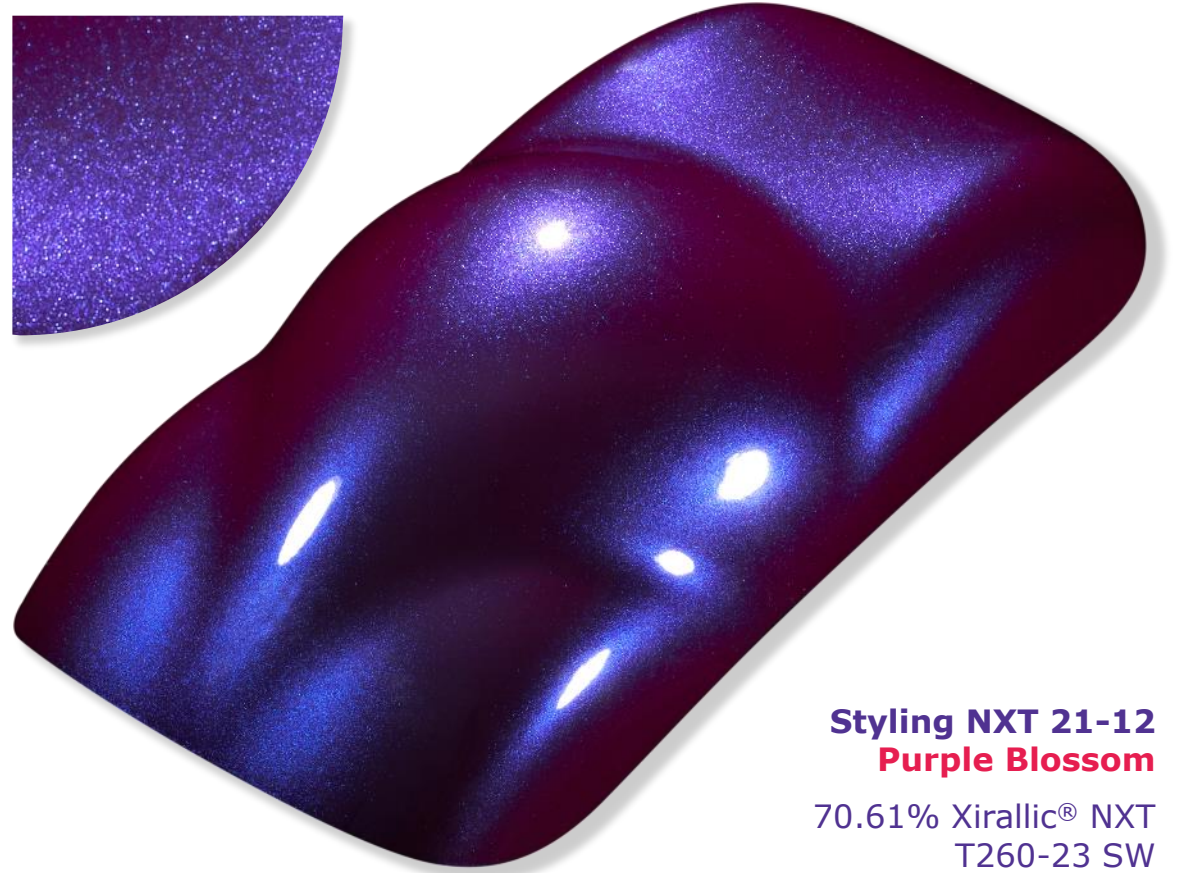
# illustrative case

## Purple Blossom



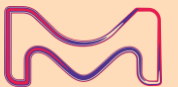
**Click and watch the video  
to discover stylings!**

*Internet connection is required  
to stream the video. Enjoy!*



**Styling NXT 21-12**  
**Purple Blossom**

70.61% Xirallic® NXT  
T260-23 SW  
Tigris Blue





SEMA2022

Purple





# illustrative case

## Light Cloud



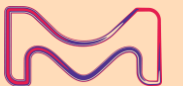
**Click and watch the video  
to discover stylings!**

*Internet connection is required  
to stream the video. Enjoy!*



**Styling NXT 21-04**  
**Light Cloud**

63.39% Xirallic® NXT  
F260-51 SW  
Cougar Red

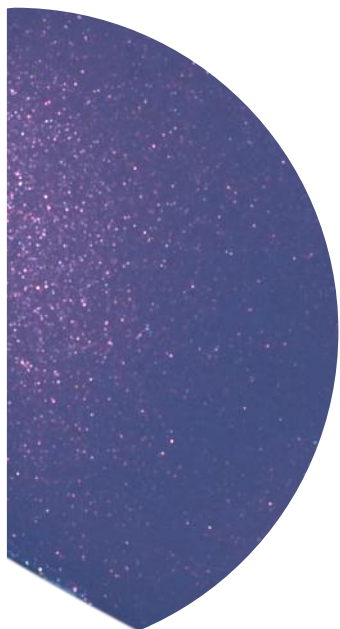






# Exploration case

Nightfall Purple



Click and watch the video  
to discover stylings!

*Internet connection is required  
to stream the video. Enjoy!*

**Styling NXT 21-05**  
**Nightfall Purple**

71.34% Xirallic® NXT  
F260-51 SW  
Cougar Red







# Exploration case

## Purple Rocks



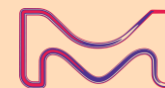
Click and watch the video  
to discover stylings!

*Internet connection is required  
to stream the video. Enjoy!*



**Styling NXT 21-06**  
**Purple Rocks**

56.04% Xirallic® NXT  
F260-51 SW  
Cougar Red

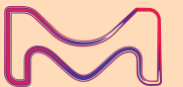
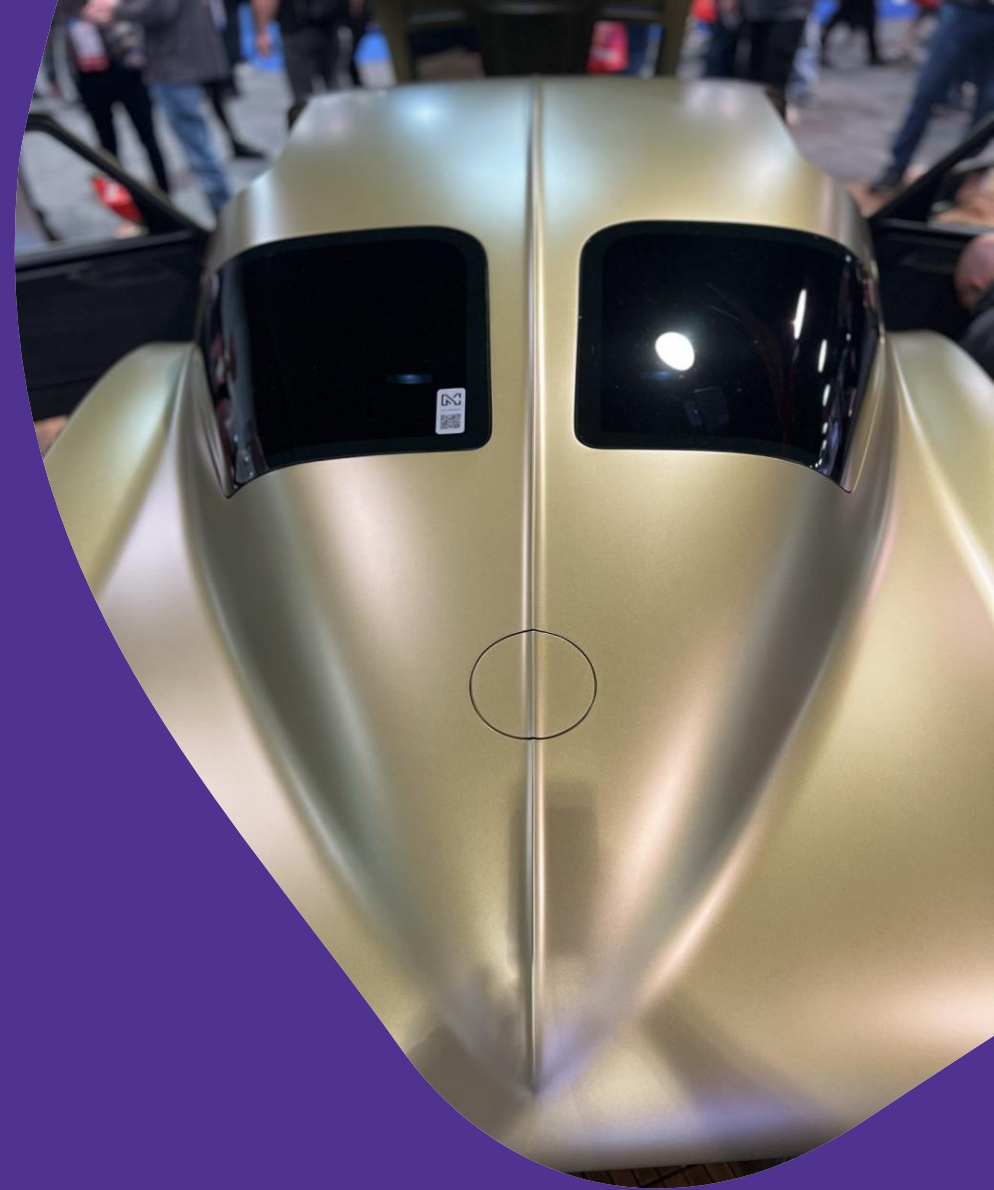




Gold is still present, however, in a less obvious, less yellowish, more modern way.

If used in a more traditional way, it would incorporate bigger visible flakes...

Gold





# SEMA2022

Gold





# SEMA2022

Gold





# illustrative case

## Lioness Beige



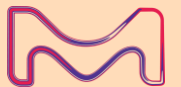
**Click and watch the video  
to discover stylings!**

*Internet connection is required  
to stream the video. Enjoy!*



**Styling NXT 21-15**  
**Lioness Beige**

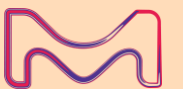
41.38% Xirallic® NXT  
M260-30 SW  
Leonis Gold





SEMA2022

Gold







# Exploration case

Sun Gold



Click and watch the video  
to discover stylings!

*Internet connection is required  
to stream the video. Enjoy!*



**Styling NXT 21-13**

**Sun Gold**

63.08% Iriodin®

9307 SW

Star Gold







# Exploration case

## Golden Splendor



Click and watch the video  
to discover stylings!

*Internet connection is required  
to stream the video. Enjoy!*



**Styling NXT 21-14**  
**Golden Splendor**

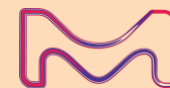
63.08% Xirallic® NXT  
M260-30 SW  
Leonis Gold





Green was more present this year, in very bright and intense deliveries, as well as coupled with a golden effect...

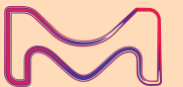
**Green**





SEMA2022

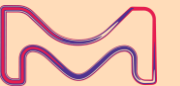
Green





# SEMA2022

Green





# SEMA2022

Green





# illustrative case

## Backlit Green



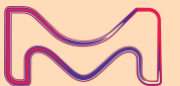
**Click and watch the video  
to discover stylings!**

*Internet connection is required  
to stream the video. Enjoy!*



**Styling NXT 21-16**  
**Backlit Green**

67.23% Xirallic® NXT  
M260-30 SW  
Leonis Gold







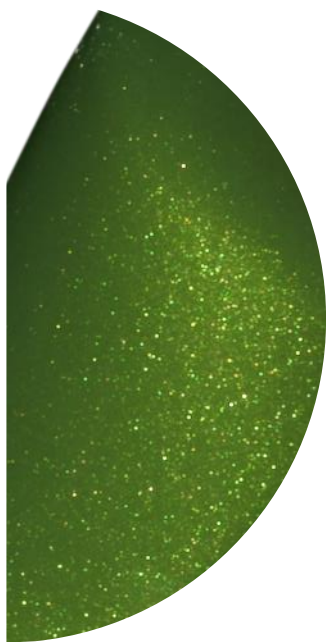
# Exploration case

Bushland Green



Click and watch the video  
to discover stylings!

*Internet connection is required  
to stream the video. Enjoy!*



**Styling NXT 21-17**  
**Bushland Green**

70.40% Xirallic® NXT  
M260-30 SW  
Leonis Gold

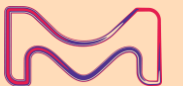




Curiously red was not the eye-catcher during this year's edition. Few vehicles displayed it, and when it was, it did not bring a lot of news, rather brightness and intensity.

Red was definitely the color accent maker, especially for wheels...

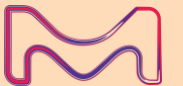
**Red**





# SEMA2022

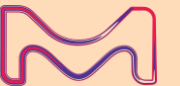
Red





# SEMA2022

Red







# exploration case

Bonfire Red



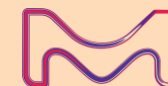
**Click and watch the video  
to discover stylings!**

*Internet connection is required  
to stream the video. Enjoy!*



**Styling NXT 21-02**  
**Bonfire Red**

54.00% Xirallic® NXT  
F260-51 SW  
Cougar Red







04

Highlights

EMD  
Electronics





# TECHNOLOGIES

**EMD**  
ELECTRONICS

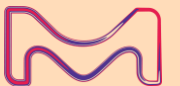


The largest offer in terms of powder coatings on this show, including metallic effect, vibrant colors such as neon, and a broad color palette...

More info:

<https://www.tiger-coatings.com/us-en/>

# Tiger Drylac powder coatings



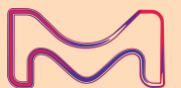


# SEMA2022

## Tiger Drylac



[www.tiger-coatings.com/shop](http://www.tiger-coatings.com/shop)





Developed in Spain, this small company offers disruptive coating solutions, especially superflakes, and out of the box effects for manual applications (candy effect, thermochromes, photoluminescent...)

More info:

<http://www.customcreative.es/>

# custom creative coatings





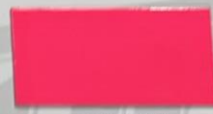
## Custom Creative



CYBER BLUE  
(FLS-CB)



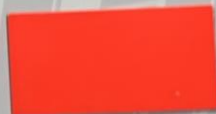
POPPY PURPLE  
(FLS-PP)



SNOB PINK  
(FLS-SP)



LIP MAGENTA  
(FLS-LM)



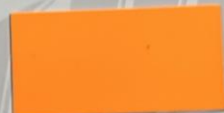
LAVA RED  
(FLS-LR)



POWER RED  
(FLS-PR)



RACE ORANGE  
(FLS-RO)



ENERGY ORANGE  
(FLS-EO)



LIGHTING YELLOW  
(FLS-LY)



MAMBA GREEN  
(FLS-MG)



MOCUS YELLOW  
(FLS-MY)

## FLAKES | FLAKES



008-RAINBOW SILVER  
(FK-008-015-3-RS)



008-BLACK DIAMOND  
(FK-008-015-3-BD)



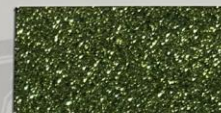
008-PURPLE  
(FK-008-015-3-PP)



008-SUN GOLD  
(FK-008-015-3-SG)



008-RAINBOW GOLD  
(FK-008-015-3-RG)



008-TROPICAL GREEN  
(FK-008-015-3-TG)



008-DUST GOLD  
(FK-008-015-3-DG)



008-BOURBON  
(FK-008-015-3-BB)



008-ESMERALD GREEN  
(FK-008-015-3-EG)



008-FIRE RED  
(FK-008-015-3-FR)



008-FUCSIA  
(FK-008-015-3-FC)



008-LIME  
(FK-008-015-3-LM)



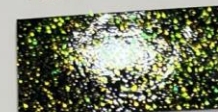
008-ELECTRIC BLUE  
(FK-008-015-3-EB)



008-SKY BLUE  
(FK-008-015-3-SB)

## FLAKES | FLAKES

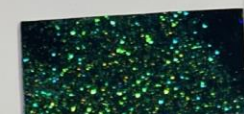
### FLAKE CHAMALEON FLAKE CAMALEÓNICO



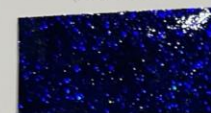
015-GOLD TO GREEN  
(FK-CH-015-GG)



015-RED TO GREEN  
(FK-CH-015-RG)



015-BLUE TO GREEN  
(FK-CH-015-BG)

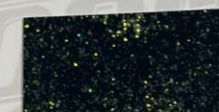


015-BLUE TO PURPLE  
(FK-CH-015-BP)

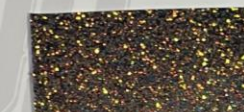
### FLAKE SUNLIGHT FLAKE SUNLIGHT



015-SUNLIGHT YELLOW  
(FK-015-SY)

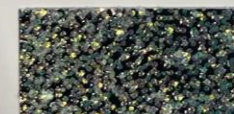


015-SUNLIGHT BLUE  
(FK-015-SB)

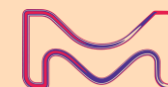


015-SUNLIGHT PINK  
(FK-015-SP)

### FLAKE GLOW FLAKE GLOW



040-YELLOW GLOW  
(FK-040-YG)





### THERMOCHROMICS | TERMOCRÓMICOS



THERMO BLACK  
(FX-TC-B)



THERMO COBALT  
(FX-TC-C)



THERMO RED  
(FX-TC-R)



THERMO YELLOW  
(FX-TC-Y)

### HOLOGRAPHICS | HOLOGRÁFICOS



XTREM RAINBOM  
(FX-XTR-1)  
(FX-XTR-150)

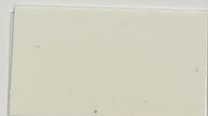


PRISM RAINBOM  
(FX-PR-1)  
(FX-PR-150)

### LUMINISCENT | LUMINA



YELLOW/GREEN  
(FX-LM-G)



MONSTER YELLOW/GREEN  
(FX-LM-MG)



AQUA  
(FX-LM-A)

### KANDY | CANDY

KANDY PAINTS SOLVENT BASED  
CANDY BICAPA AL DISOLVENTE



DARK VIOLET  
(KCS-DV)



FOREST GREEN  
(KCS-FG)



VALLEY GREEN  
(KCS-VG)



LIME GREEN  
(KCS-LG)



MAYAN GOLD  
(KCS-MG)



ORANGE GOLD  
(KCS-OG)



HOT ROD RED  
(KCS-HR)



APPLE RED  
(KCS-AR)



WILD BERRY  
(KCS-WB)



SUNSHINE OR  
(KCS-SO)



PURPLE  
(KCS-PP)



ENERGY BLUE  
(KCS-EBL)



LEATHER BROWN  
(KCS-LB)



CHARM VIOLET  
(KCS-CH)



AQUA BLUE  
(KCS-AB)



PINK ROSE  
(KCS-PR)



COBALT BLUE  
(KCS-CB)

### FX CHAMALEON FANTASY COLORES CAMALEÓNICOS



BLUE TO ORANGE  
(BCSM-BK)



BLUE TO RED  
(BCSM-MS)



RED TO GREEN  
(BCSM-BM)



YELLOW TO GREEN  
(BCSM-RP)

### RED BLACK | RED BLACK



RED BLACK  
REDBLACK

### CRYSTAL EFFECT | EFECTO CRISTAL



CRYSTAL EFFECT  
(FX-CE)





A French premium wrapping film manufacturer was innovative once again, launching a limited-edition effect film (only 16 rolls to be sold)... Or how to create a need?!

More info:

<https://www.hexis-graphics.com/fr/>

**hexis**





# SEMA2022

## Hexis



SEMA SHOW  
2023

GALACTIC  
IRIDESCENT



# NEW & LIMITED



**HEXIS S.A.S.**

7 854 abonnés  
1 sem. • Modifié •

[+ Suivre](#)

👁️ Du jamais vu chez HEXIS !

Nous avons créé une nouvelle couleur dans une série très limitée, seulement 16 bobines, spécialement développée pour le SEMA Show.

Iridescent Galactique Brillant **#HX30SS22B** est composé du pigment le plus brillant jamais utilisé par HEXIS 💎

Ce film allie toutes les caractéristiques de performance de la gamme SKINTAC HX30000 à une couleur exceptionnelle !

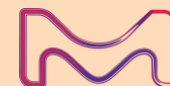
Allez-vous craquer ?

\*Désolés pour la date sur le visuel, notre graphiste est impatient d'être en 2023. Les bobines sont disponibles dès à présent ⚡

[#semashow](#) [#hexis](#)



SCAN





Newcomer on the premium wrapping film market, this US-based manufacturer offers differentiated products by color and effect...

Part of the exhibition was to highlight the better characteristics of their products, through an extensive wrapped car collection...

More info:

<https://www.inozetekusa.com/>



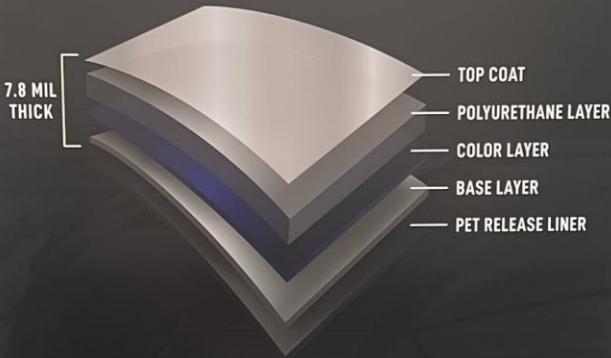
**inozetek**





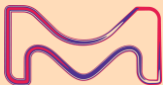


WHERE AUTOMOTIVE STYLE MEETS PROTECTION



COMING SOON

- 1 TPU MATERIAL
- 2 5-YEAR WARRANTY
- 3 ULTRA HIGH GLOSS
- 4 SELF-HEALING
- 5 COLOR-CHANGE PAINT PROTECTION



"MORE THAN A COLOR."



SEMA2022

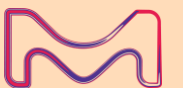
Inozetek





SEMA2022

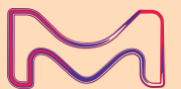
Inozetek





SEMA2022

Inozetek



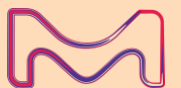


IVIOS is another newcomer premium film player from Korea. IVIOS provides automotive paint protection films, windshield protection films, protective film products for IT devices and consumer electronics, special films with various applications, and high-performance window films for automotive and architectural applications across the world, providing differentiated performance and superior durability...

More info:

<https://www.iviosfilm.com/>

**ivios**



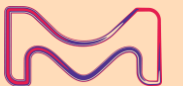






# SEMA2022

Ivios





The background features a teal-to-blue gradient. On the left side, there is a cluster of large, glossy blue spheres of various sizes, some of which are partially cut off by the edge. Scattered across the blue background are numerous smaller, semi-transparent green spheres of different diameters.

# VEHICLES

**EMD**  
**ELECTRONICS**



This eye-catching Ford Bronco received a full PU spray coating and a special customization from Starwood motors...

More info :

<https://www.starwoodmotors.com/lamborghini-blue-eleos-ford-bronco/>

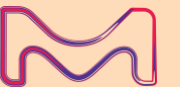
pu blue  
FORD BRONCO





# SEMA2022

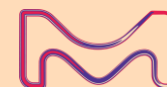
## Vehicles





# SEMA2022

PU Coatings





# SEMA2022

## PU Coatings



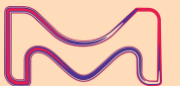




Cement grey is quite trendy nowadays on regular SUVs, so it is quite normal to see it applied to vintage vehicles, by customization specialists.

No further information on that vehicle...

# CEMENT GREY FORD F-SERIES SUPER DUTY





# SEMA2022

## Vehicles





# SEMA2022

Vehicles





This 1974 Doka416 Mercedes Unimog made its debut at the Moab 4x4 Expo in Moab Utah. It has been prepared by Hawk Design upon request from the Bilstein's (German shock absorber company) US subsidiary...

More info:

<https://youtu.be/jKL55tFHm0w>

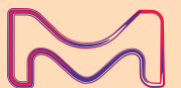
CEMENT grey  
unimog Bilstein





# SEMA2022

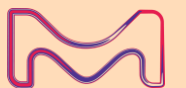
## Vehicles





# SEMA2022

OEMs presence





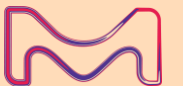
Lucille is a unique 1934 Chevrolet Roadster built by Devlin Rod and Customs.

It has been the 2022 Grand National Roadster Show AMBR winner...

More info:

<https://www.motortrend.com/features/americas-most-beautiful-roadster-2022-winner-1934-chevy/>

# chevrolet Lucille





# SEMA2022

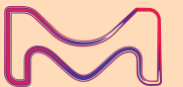
## Vehicles





# SEMA2022

## PU Coatings





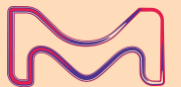
This 1972 K5 Chevrolet Blazer now offers 1200hp.

It has been prepared by Ringbrothers and offers an exclusive floating seating design theme for its interior...

More info:

[https://www.motorauthority.com/news/1137717\\_ringbrothers-1972-chevrolet-k5-blazer-bully-brawls-with-1-200-hp](https://www.motorauthority.com/news/1137717_ringbrothers-1972-chevrolet-k5-blazer-bully-brawls-with-1-200-hp)

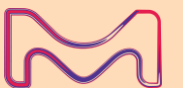
# chevrolet blazer bully





# SEMA2022

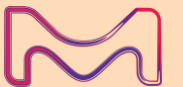
Vehicles





# SEMA2022

## Vehicles



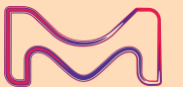


This Aventador has been customized by AGX using Inozetek premium wrapping film...

More info:

<https://www.avantgardexotics.com/>

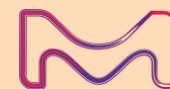
colortravel  
wrapped lamborghini





# SEMA2022

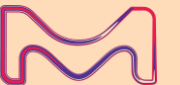
## Vehicles





# SEMA2022

## Vehicles





# SEMA2022

Vehicles



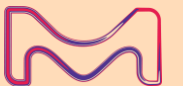


WelderUp is a famous car customization workshop located in Las Vegas, NV. They won fame through Discovery Channel's TV program "Vegas Rat Rods". This extreme Rat Rod based on Ford mechanics and is displayed on a spare parts merchant's website is a good illustration of their very disruptive work...

More info:

<https://www.welderup.com>

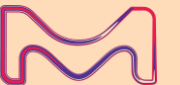
# El Chapo Ford Hotrod





# SEMA2022

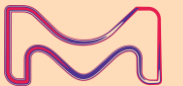
## Vehicles





# SEMA2022

## Vehicles



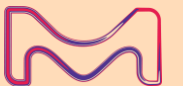


This Huracan STO offers a complete flat black coated coverage and a complete preparation by supercar custom specialist Gintani...

More info :

<https://www.gintani.com/>

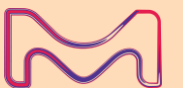
Flat black  
Lamborghini





**SEMA2022**

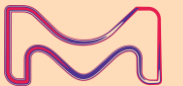
Vehicles





# SEMA2022

Vehicles



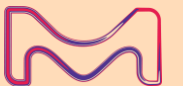


This flat black fully wrapped Porsche 911GT3 RS was on display on Prowax's booth, beauty care product specialist...

More info:

<https://www.prowax.com/>

**flat black  
porsche 911GT3RS**





# SEMA2022

## Vehicles





# SEMA2022

## Vehicles





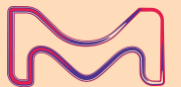
Based on a 1939 Plymouth 4 door Sedan, this vehicle is technically using a 1985 Dodge Ram Charger 4x4 chassis and drivetrain.

This shows that it is possible to create a custom with a strong personality respecting a limited budget....

More info:

<https://www.gatorbait4x4.com/>

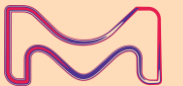
# Gator bait 4X4





# SEMA2022

## Vehicles



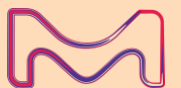


This company offers civilian heavy armored trucks on Hummer bases. The displayed models were fully PU spray-covered...

More info:

<https://www.planbtrucks.com/sema>

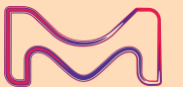
**PU HUMVEE**





# SEMA2022

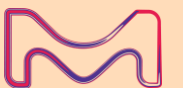
## Vehicles





# SEMA2022

## Vehicles





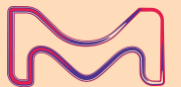
This company offers customization classes and produces high-Quality parts and tools.

This hot rod based on a very classic Essex body from the late 20s, is a good demo of what they are able to do.

More info:

<https://www.kingpinuniversity>

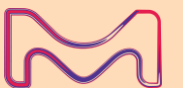
# LIGHTBULB HOTROD





# SEMA2022

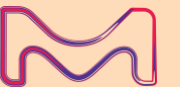
## Vehicles





# SEMA2022

## Vehicles





# SEMA2022

## Vehicles





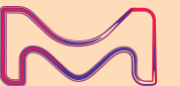
This Mercury-based pristine hot rod was on display on a spare parts specialist's booth.

No further information on the car...

More info:

<https://www.peteandjakes.com/>

# MERCURY HOTROD





# SEMA2022

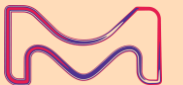
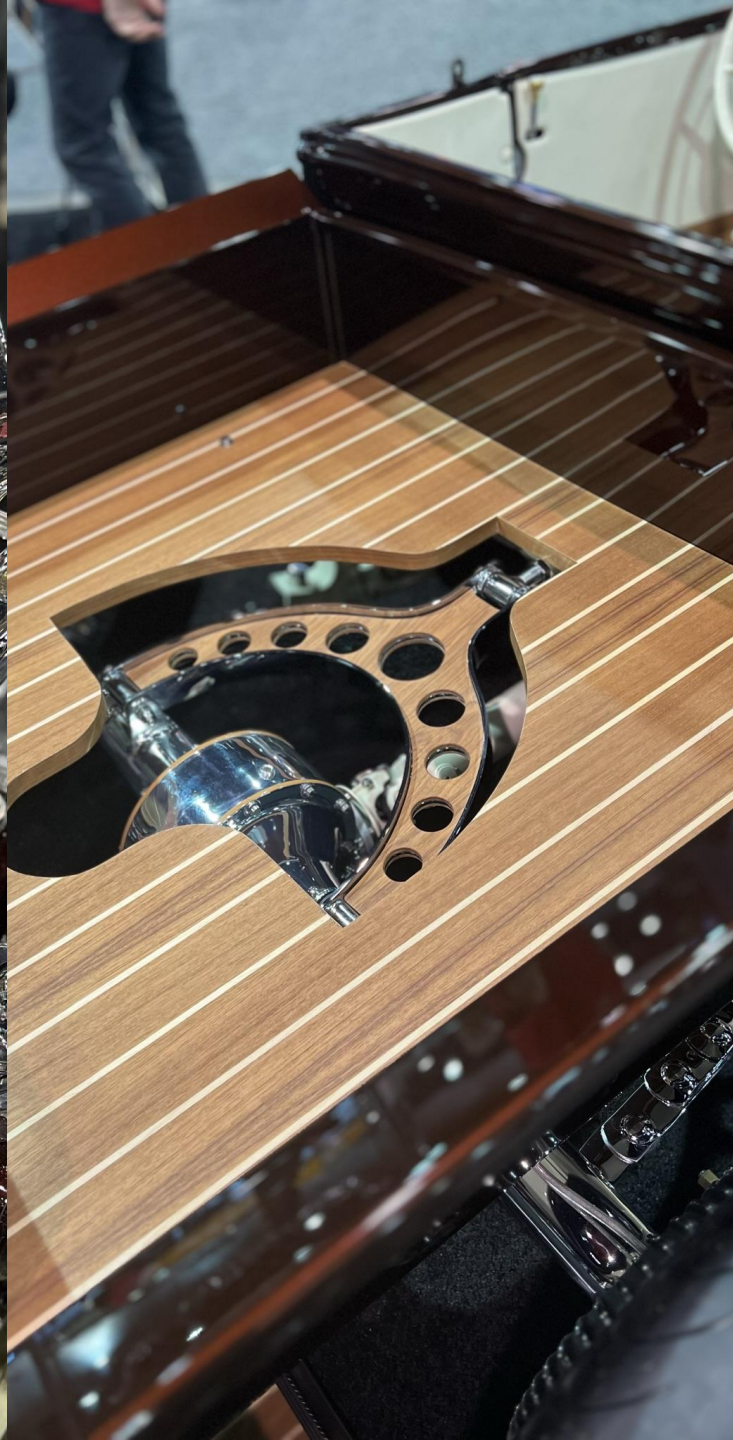
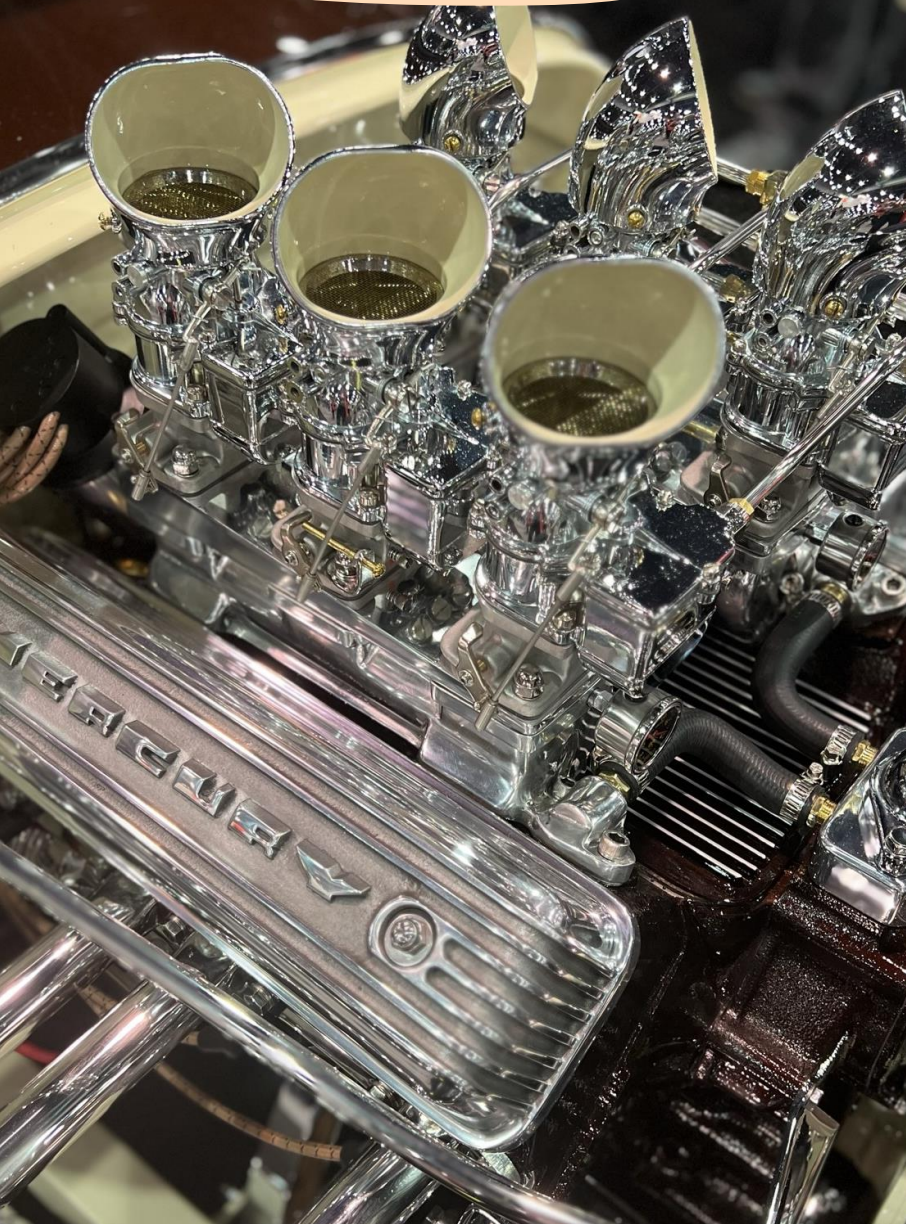
## Vehicles





# SEMA2022

## Vehicles





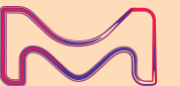
Illustrating perfectly the Donk hotrod subculture, this 1983 "Beetlejuice" Chevy Caprice Classic was on display on custom wheels manufacturer Corleone's booth.

This car has been prepared for local hip hop artist FerrariFred.

More info:

<https://www.instagram.com/fredrarrii>

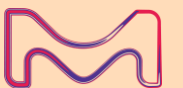
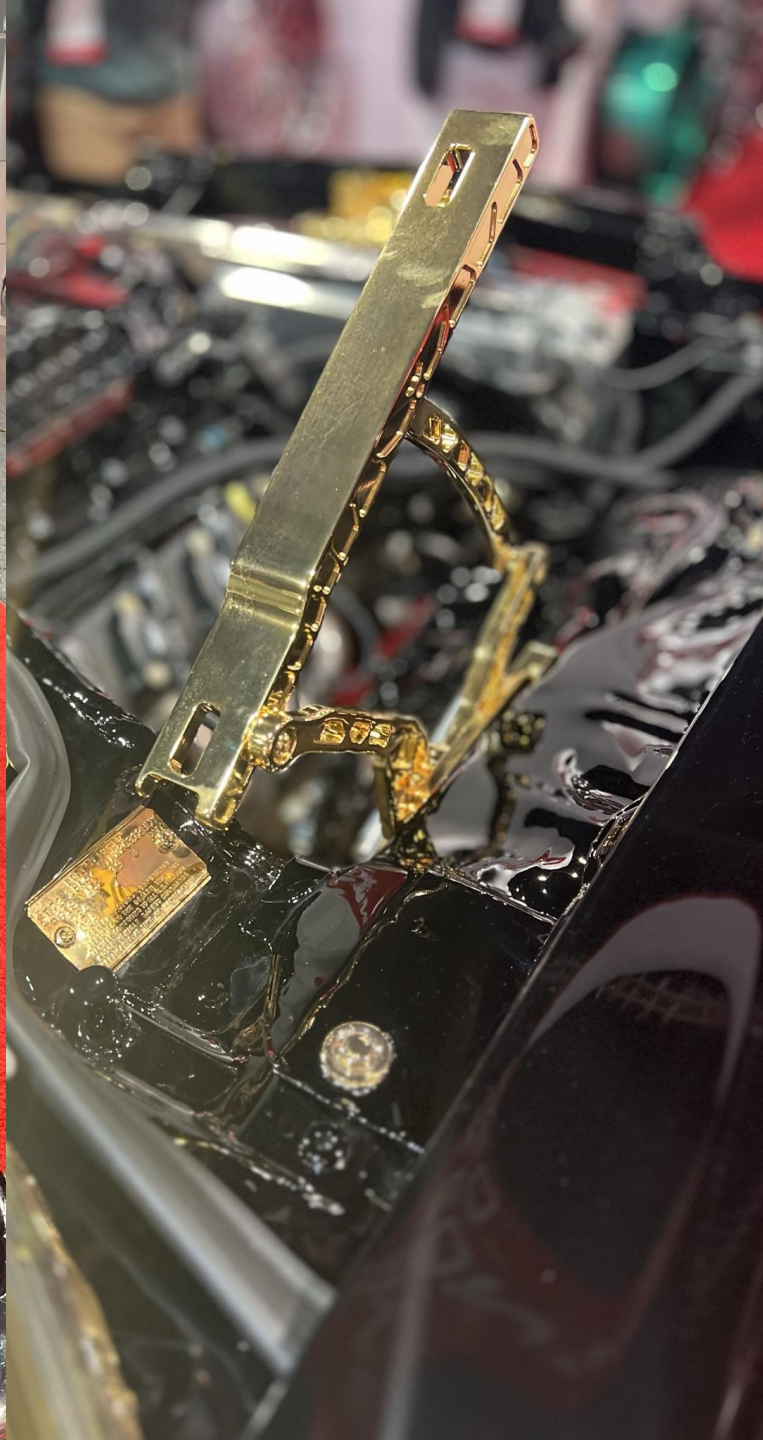
# The Midas touched chevy caprice classic





# SEMA2022

## Vehicles





# SEMA2022

## Vehicles



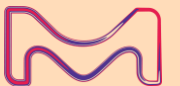


This Ferrari F40 is used by car wrapping film company Inozetek to showcase their products. Previously wrapped in pearlescent white, it has been transformed into this rosewater (baby) pink for the SEMA show 2022 by Irvine-based Boden Auto Haus workshop...

More info:

<https://exclusivecarregistry.com/details/ferrari/f40/35854>

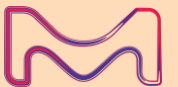
# Baby pink Ferrari F40





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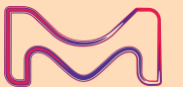
## Vehicles





# SEMA2022

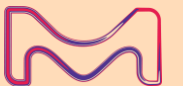
## Vehicles





# SEMA2022

## Vehicles





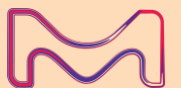
This very impressive custom is based on a 1957 Cadillac Seville Eldorado 2-door Coupe. It received a Chevrolet Performance LT4 E-ROD crate engine

The preparation was awesomely realized by The Block...

More info:

<https://www.theblock.com/article/2022/november/rosie-part-iii--the-complete-vision.html>

# ROSE GOLD CADILLAC SEVILLE ELDORADO

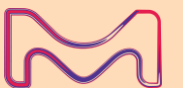




**SEMA2022**

Vehicles

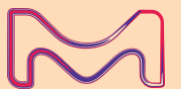
*Seville*





**SEMA2022**

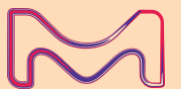
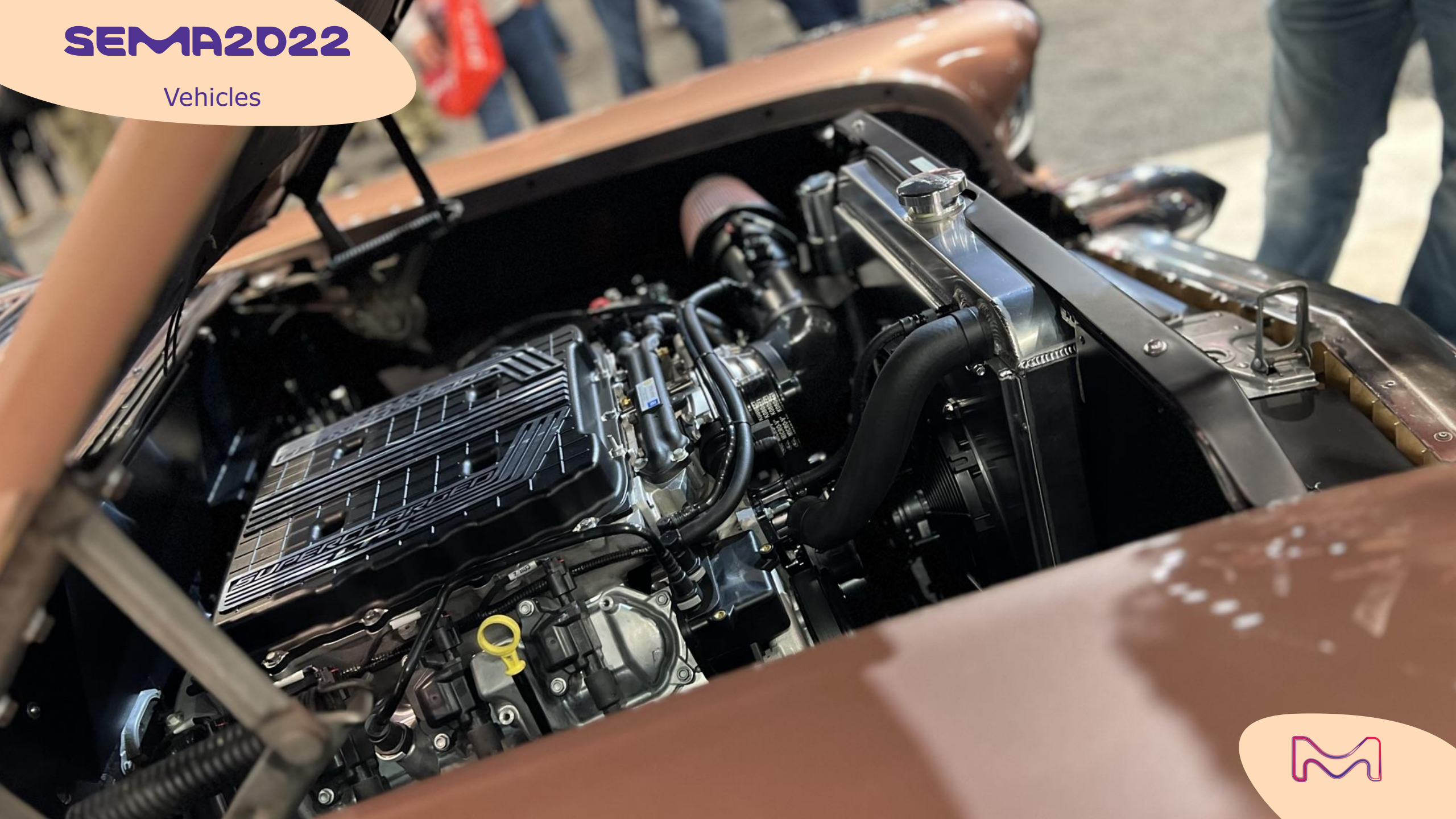
Vehicles





# SEMA2022

Vehicles

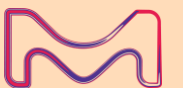




SEMA2022

Vehicles

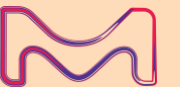
THE LOVE OF  
**DRIVING**





# SEMA2022

Vehicles





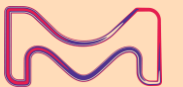
This vintage Ford Bronco has been prepared by Austin-based workshop HellaBadBroncos.

Its eye-catching exterior cracked and rusted finish, just protected by a high-gloss topcoat, is simply astonishing...

More info:

<https://www.hellabadbronzos.com/>

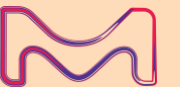
# Rugged Ford BRONCO





# SEMA2022

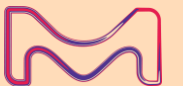
Vehicles





# SEMA2022

## Vehicles

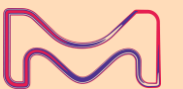




This Ford F100 Custom Cab pick-up truck from the fifties received an EV conversion. This contrasts with its rugged look, rusted and protected by a mate clearcoat.

No further information about the car...

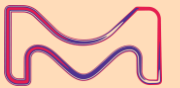
# Rugged Ford F-series





# SEMA2022

## Vehicles





# SEMA2022

## Vehicles



MERCK



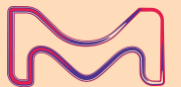
Back in the 60s, this Kaiser Jeep FC M677 was specifically designed for the Marines. This unit has been restored as an offroad campervan by Greg's Restorations, MA-based custom shop.

The original paint, in its original rusted state, has been preserved and protected by a mate clearcoat, providing an incredible visual...

More info:

<https://www.gregsrestorations.com/>

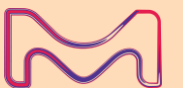
# Rugged Jeep M677 truck





# SEMA2022

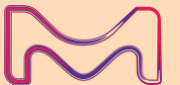
## Vehicles





# SEMA2022

## Vehicles



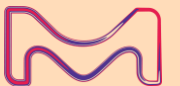


Inspired by the iconic Rally version of the Porsche 911, this Baja was prepared by Russell Built. This custom shop has been created by ex-Singer fabricator and smashed the 2019 SEMA Show by presentation the Baja Porsche concept. This year they showcased the production version which can be yours for 135,000USD.

More info:

<https://www.russellbuiltfab.com/>

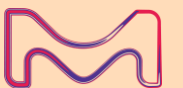
# Russell Porsche 911 Baja





# SEMA2022

## Vehicles



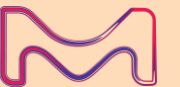


This Aventador SVJ received a complete flat silverwhite coated coverage and a complete preparation by supercar custom specialist Gintani...

More info :

<https://www.gintani.com/>

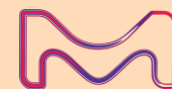
Flat silver  
Lamborghini  
Aventador SVJ





**SEMA2022**

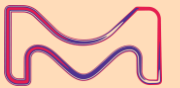
Vehicles





# SEMA2022

## Vehicles





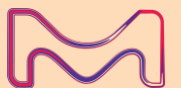
This combo from WelderUp has been considered by far as the best in show! It is composed of a Peterbilt towing truck, a rat bike and a special custom based on a Chevy Belair is a famous car customization workshop located in Las Vegas, NV. They won fame through Discovery Channel's TV program "Vegas Rat Rods".

This extreme Rat Rod based on a Ford mechanics and displayed on a spare parts merchant's website is a good illustration of their very disruptive work...

More info:

<https://www.welderup.com/>

# The deadly towing combo





# SEMA2022

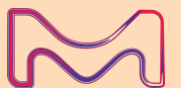
## Vehicles



Link to video

[https://youtu.be/olZMxc\\_km3E](https://youtu.be/olZMxc_km3E)

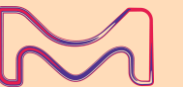
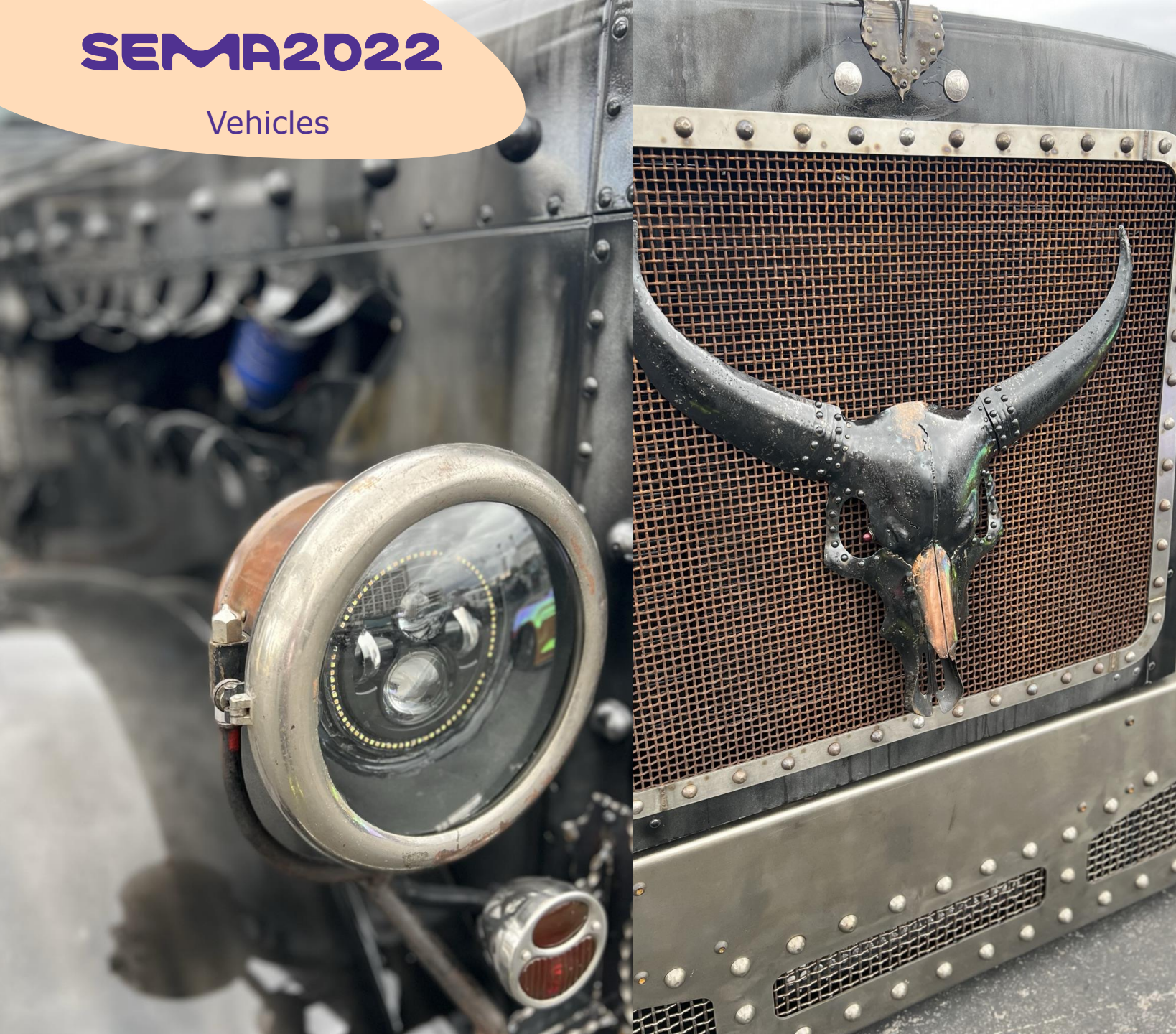
*Internet connection is required  
to stream the video. Enjoy!*





# SEMA2022

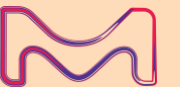
Vehicles





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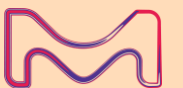
## Vehicles





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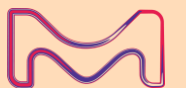
## Vehicles





# SEMA2022

## Vehicles





The background features a blue-to-purple gradient. On the left side, there is a cluster of red, glossy spheres of various sizes, some of which are blurred to create a sense of depth. Scattered across the blue area are several smaller, solid red circles.

# EXTRAS

**EMD**  
**ELECTRONICS**



# SEMA2022

## Aspect protection





# SEMA2022

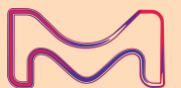
Extras



Link to video

<https://youtu.be/39-HOGYcsCE>

Internet connection is required  
to stream the video. Enjoy!





# SEMA2022

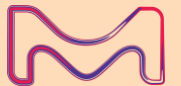
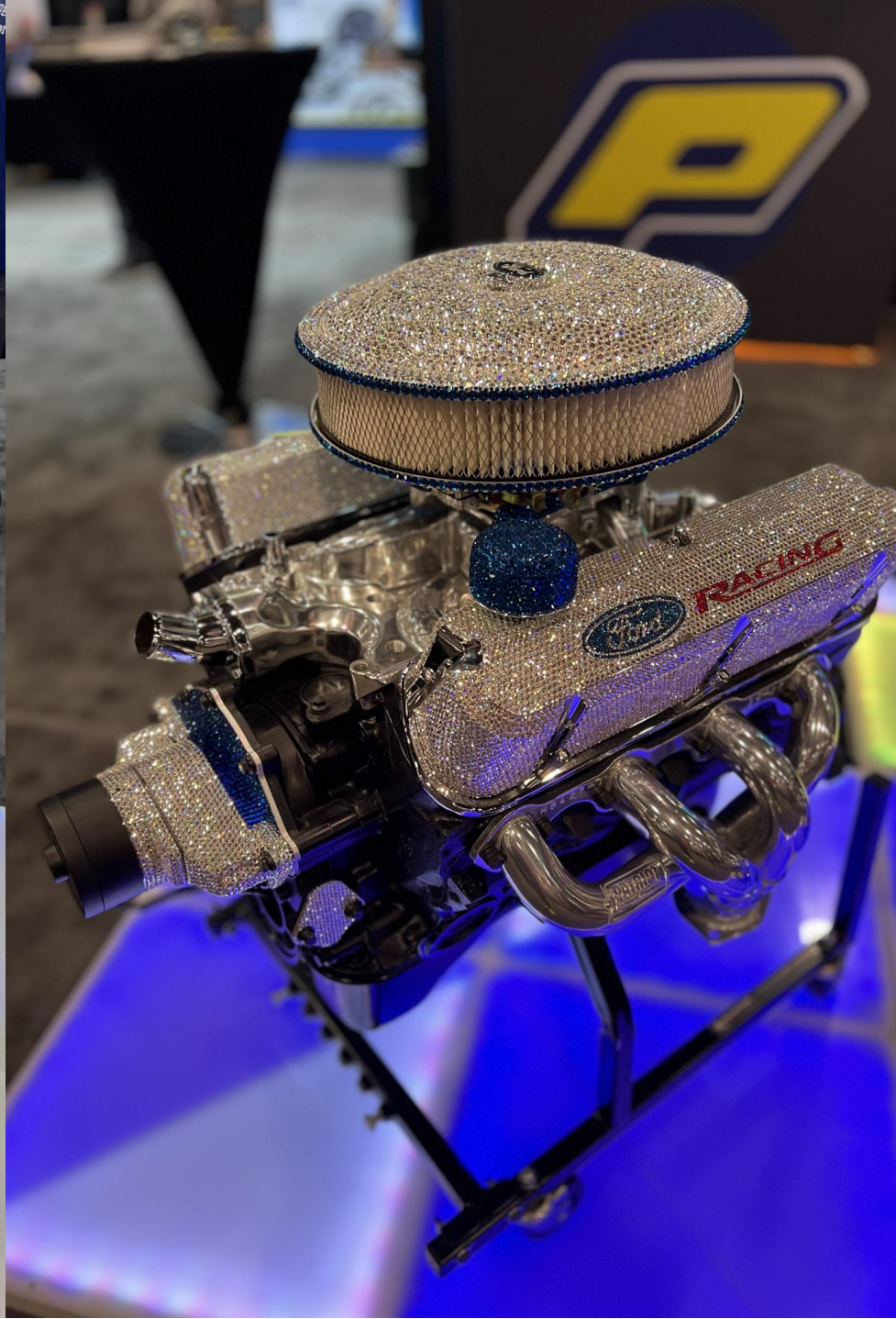
Extras





# SEMA2022

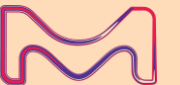
## Engine customisation





SEMA2022

Extras





# SEMA2022

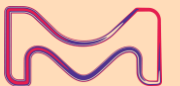
Extras



**Link to video**

<https://youtu.be/JLxfHz6O2Wo>

*Internet connection is required  
to stream the video. Enjoy!*





# SEMA2022

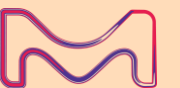
Extras





# SEMA2022

Extras





References

## Need more information ?

### All show pictures & Videos

© Fabien Darche

### Xirallic ® NXT addendum

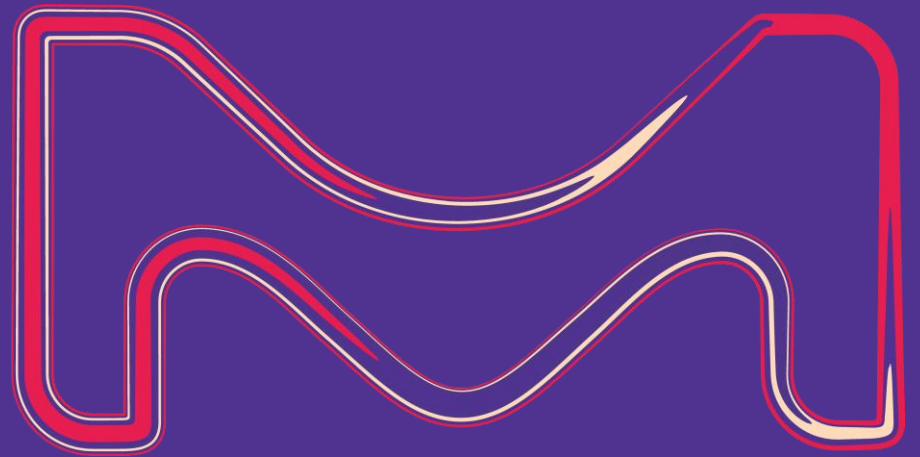
Extract from Safari Xirallic ® NXT Demo Kit

© EMD Electronics, an affiliate of Merck KGaA,  
Darmstadt, Germany

2022

### SEMA Show Official Website

<https://www.semashow.com>





# More info

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**Strategic Marketing Manager Americas - Coatings**  
**Electronics – Surface Solutions**

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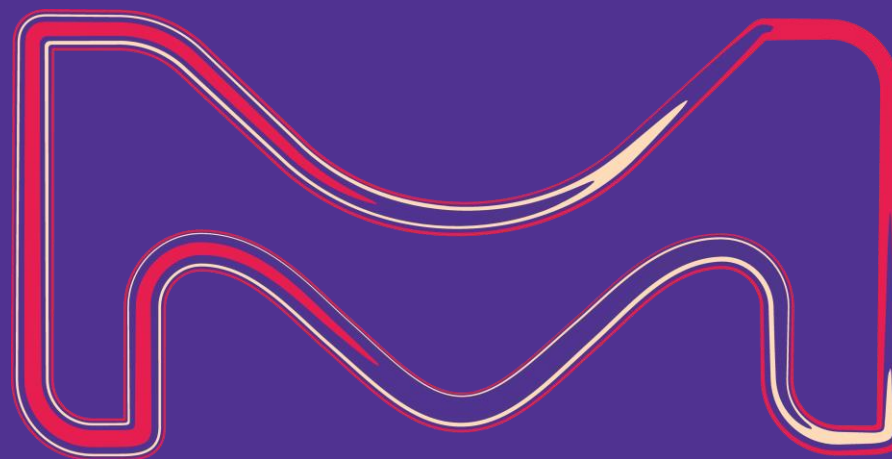
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E-mail: [fabien.darche@emdgroup.com](mailto:fabien.darche@emdgroup.com)

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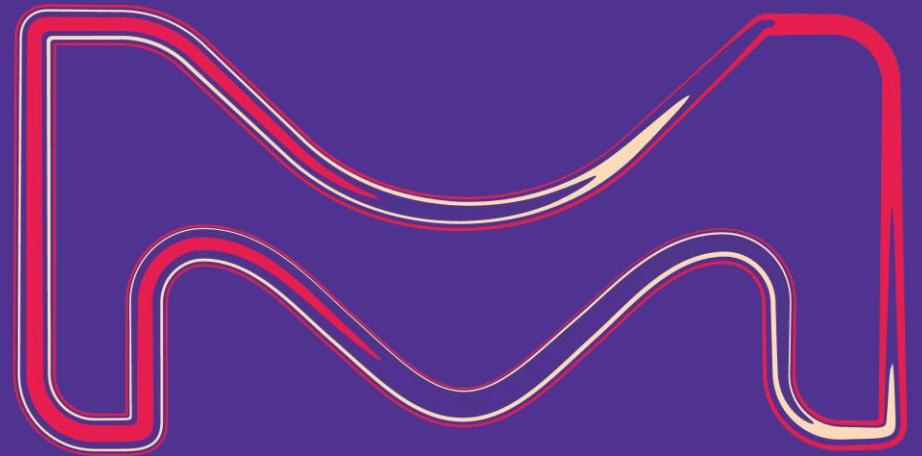




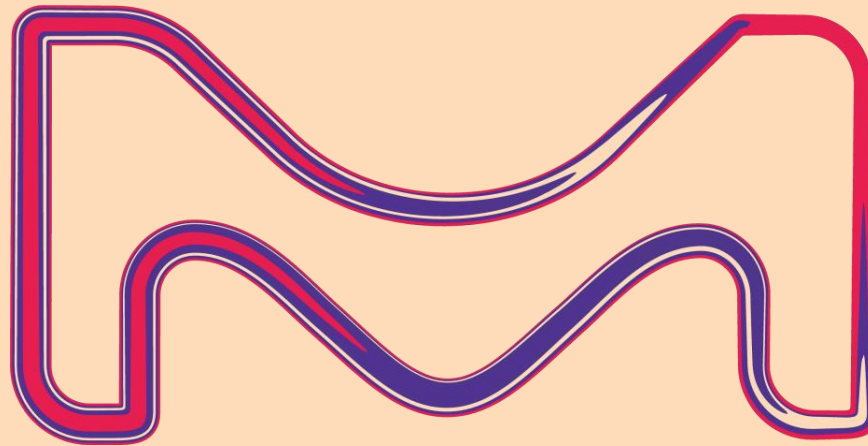
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## **Merck KGaA, Darmstadt, Germany**

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Frankfurter Str. 250  
64293 Darmstadt, Germany  
effects-for-coatings.com

## **Merck Performance Materials G.K. Tokyo, Japan**

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