

**NEW FOR 2007:**

CARRY IT ON THE CAP - PAGE 18

**FROM THE EDITOR:**

FIGHT OEM UPGRADES - PAGE 4

# TRUCK & SUV

## Performance and Accessory Retailing

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# SEMA SHOWCASE!

30 Pages of  
Products,  
People,  
Pictures

**THE  
CHANGE  
GAME:**

Retailer Adjusts  
As Clientele  
Shifts From

## Further Options

LARRY DESHERLIA, REP

### What products are you highlighting at SEMA?

A wheelchair lift that allows a handicapped individual to be able to get in a pickup truck. Scott Darnell, he's a quadriplegic, he was injured about 15 years ago in an accident when he was in his early 20s. He hated the stigmatism of a van, couldn't stand it, he wanted to be cool and be in a cool vehicle so he actually came up with the idea. The other guy that's here, designed this lift to go in a pickup truck with no modifications of the frame, no body modifications. Just put in a drop floor, the wheelchair lift goes in and then he can drive any kind of truck he wants.



Formerly *Truck & SUV Performance*

**Directly  
INSIDE!**