Technology, Safety, Creativity and Innovation are the Big Winners in Las Vegas at the 2015 SEMA Show.

Autotrader Senior Analyst Michele Krebs takes us through ground-up coverage with a new variable-conditions tire from Toyo Tires, Geographically Inspired Concepts from Kia, Racing Trucks with the Honda Ridgeline and Acura's Sporty Gateway Sedan, the ILX

LAS VEGAS, Nov. 6, 2015 /PRNewswire/ -- Toyo Tire U.S.A. Corp. has brought year-round versatility and winter-weather safety together in one with Toyo® Celsius®, the revolutionary new variable-conditions tire. Toyo Tires® created the new segment called "Variable-Conditions" in order to define the unique capabilities of this product.

Experience the interactive Multimedia News Release here:http://www.multivu.com/players/English/7569251-las-vegas-2015-sema-show-autotrader/

Built for the varying road conditions that drivers may face, Celsius picks up where all-season tires fall short. It provides better ice and snow traction than a typical all-season tire, yet offers the convenience of year-round use and a 60,000-mile treadwear warranty*. For vehicle owners, this means year-round versatility plus winter-weather safety... all in one tire.

The new Celsius is for the many drivers, who for one reason or another, choose not to switch to winter tires when snow and ice hit the ground. It is ideal for people who live in states where they may drive to work in dry conditions, only to have a fast-moving winter storm leave snow on the roads for the commute home. It is also great for people who may live in an area below a mountain resort where they commute often for work or play. Parents will find Celsius convenient when equipping the car of a college-bound teen with new tires.

"Toyo Celsius is an upgrade for anyone expecting, or not expecting, to drive in ice and snow this winter on all-season tires," said Roy Bromfield, COO, Toyo Tire U.S.A. Corp. "The convenience and safety of Celsius is a tremendous benefit in today's busy world and answers the demand for hassle-free, one-stop solutions."

Independent third-party testing found Celsius stopped up to 31 feet shorter on snow and eight feet shorter on ice than a typical all-season tire.* The tire features the Three-Peak Mountain Snowflake like a winter tire which means it meets or exceeds industry-established snow traction performance requirements.

**See toyotires.com for third-party testing, warranty and Trial Offer details.*

Honda Announces Return to Baja at 2015 SEMA Show, Ridgeline Baja Race Truck Hints at Styling Direction for All-New 2017 Ridgeline Pickup

At the 2015 SEMA Show, Honda revealed its Ridgeline Baja Race Truck, a purpose-built racing machine that marks Honda's return to off-road truck racing, while also providing an early glimpse at the styling direction for the all-new 2017 Honda Ridgeline pickup that will hit dealer showrooms in the first half of next year. The Honda exhibit also showcased a multifaceted display of personalized Honda cars, SUVs, powersports products and two- and four-wheeled racing machines.

The Honda Ridgeline Baja Race Truck, in red, white and black Honda Racing livery, will compete in this year's running of the SCORE Baja 1000. The tube-frame unlimited class off-road truck is powered by a twin-turbocharged V6 developed by Honda's U.S. motorsports engineering arm, Honda Performance Development (HPD), and features a body designed by Honda R&D Americas' Los Angeles Design Studio with inspiration taken from the next-generation Ridgeline truck, also being designed and developed by Honda R&D in North America. Key design cues drawn from the highly anticipated 2017 Honda Ridgeline can be seen in the front fascia, hood, roof, bed and side profile.

"We're happy to share some of the high-level styling direction for Ridgeline and to celebrate this desert race truck that signals the return of HPD power to Baja," said Art St. Cyr, president of Honda Performance Development. "While this race truck is unique and different from the production Ridgeline, it does a nice job of expressing not only our styling direction but also the fact that the Ridgeline, for all its unique qualities, has been and will continue to be a pickup with true truck capability."

Acura Showcases Passion for Performance at 2015 SEMA Show

Highlights include restored 1993 "Ludacris Legend", a sport-modified 2016 Acura ILX Sports Sedan, next-generation Acura NSX supercar and 2016 ILX with Acura Genuine Accessory package

Acura thrilled the 2015 SEMA Show with multiple innovative expressions of the brand's performance-crafted DNA – past, present and future – including the debut of the meticulously restored 1993 "Ludacris Legend" sedan, a sport-modified 2016 Acura ILX by Galpin Auto Sports, and the next-generation Acura NSX supercar, slated for its U.S. launch next spring.

The Acura exhibit also featured a 2016 Acura ILX with the Acura Genuine Accessory Package in Slate Silver Metallic.

"We've got some really wonderful, challenging and maybe even a few crazy dreams for the future of Acura, and I think SEMA can serve as a great platform for us to explore some of these ideas," said Jon Ikeda, vice president and general manager of Acura. "SEMA is a place where people from all corners of the car business can come together and share their vision of personalization and performance. It's why we keep coming back every year with new expressions of our passion for performance and customization as core elements of the Acura experience."

KIA CELEBRATES THE SPIRIT OF THE AMERICAN ROAD TRIP AT 2015 SEMA SHOW

Highly customized, hand-built concepts showcase unique and inspiring regions throughoutthe United States

- Four all-new Kia concept vehicles debut
- Trail'ster electric hybrid AWD concept makes first appearance at SEMA
- Fun and functional Ballast Point Sedona returns to serve showgoers

Kia Motors America (KMA) unveiled four all-new customized vehicles at the opening day of the 2015 Specialty Equipment Market Association (SEMA) Show, showcasing America's cultural diversity and our shared love of the automobile. Including a first-time SEMA appearance by the Trail'ster electric hybrid AWD concept that was first unveiled at last year's Chicago Auto Show and a return by popular demand of the Ballast Point Sedona, Kia's 2015 SEMA display commemorates a uniquely American form of wanderlust: A road trip to the farthest corners of the country and everywhere in between.

"Over the course of our 21 years in the U.S. market, we've watched with pride as our vehicles have helped people travel and explore and enjoy all that this country has to offer," said Tim Chaney, vice president, marketing communications, KMA. "This year's SEMA show gives us the opportunity to embrace that spirit of adventure found on the open road as we highlight the diversity of America and the many ways that people personalize their vehicles in pursuit of their passions and the expression of individuality."

About Autotrader
Autotrader is the most visited third-party car shopping site, with the most engaged audience of in-market shoppers. As the foremost authority on automotive consumer insights and expert in online and mobile marketing, Autotrader makes the car shopping experience easy and fun for today's empowered consumer looking to find or sell the perfect new, used or Certified Pre-Owned car. Using technology, shopper insights and local market guidance, Autotrader's comprehensive marketing solutions guide dealers to personalized digital marketing strategies that grow brand, drive traffic and connect the online and in-store shopping experience.

Autotrader is wholly owned by Cox Automotive which owns Kelley Blue Book (KBB.com®), Manheim Auctions, Dealertrack® and a portfolio of software companies that optimize inventory and advertising online. Cox Automotive is a subsidiary of Cox Enterprises. For more information, please visit http://press.autotrader.com.

SOURCE Autotrader

For further information: Nicole Yelland, (M) 248.219.9234, E: nicole.yelland@Autotrader.com

---

Additional assets available online: Download Images (1)

https://press.autotrader.com/2015-11-06-Technology-Safety-Creativity-and-Innovation-are-the-Big-Winners-in-Las-Vegas-at-the-2015-SEMA-Show