

The racing industry's trade show in Orlando, FL

A need in the market resulted in the birth of the racing industry's trade show in 1988.

As times passes and the years go by, we get many requests for the story of how the Performance Racing Industry Trade Show came about. It's a unique and fascinating set of circumstances that came together all at once, and it's a fun and interesting story to share, especially when told with the help of its founder, Steve Lewis. So, for those new to the racing industry or veterans who have never heard the full story, here's how it all began.

It was the mid-1980s, and the big SEMA Show out West was thriving. It was also evolving and expanding

to be an annual event for all the people in the business of racing, with new hardcore racing equipment on display. No fans. No weekend racers. No mere enthusiasts. Just manufacturers of racing equipment as exhibitors, while the attendee make-

up would include retailers of racing parts, race engine builders, race car fabricators, WD's and manufacturers reps active in racing, and professional race teams. Even in the beginning, it could be a small group of people,

but it would be the right group of business people representing the 'hardcore' racing market. The annual PRI Trade Show made it easy, convenient, affordable and efficient for this growing industry to meet once a year to conduct business face to face, and for the attendees to shop all the new racing product lines....all in one hall, all at one time.

"Everybody in the whole racing industry is working as hard as possible to return business activities to the levels established before the 'great recession.' If anybody can be first to meet this challenge, my bet is on racers," said Lewis. "In fact, it's already happening. The strength of the racing industry is reflected in the commitment of PRI Trade Show



beyond its original premise of serving the racing market. "Speed" was removed from the organization's title (Speed Equipment Manufacturers Association) and replaced with "Specialty" (now the Specialty Equipment Market Association), as the organization embraced the opportunities in the broader automotive performance aftermarket.

The prime movers of the national racing industry felt there needed to

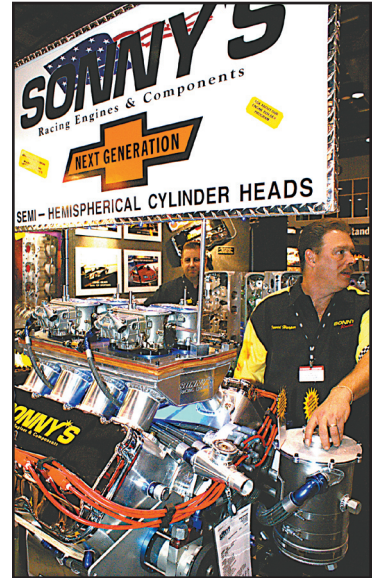


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exhibitors to bring their new product lines to the Show, as well as the 85 companies exhibiting this year that didn't last year, and the fact that our registration numbers are up this year.

Coming into the 2010 PRI Trade Show, which will be the same size as last year, the Show and the magazine continue to serve the racing



industry in the same pivotal role it did back in 1988, bringing suppliers and the racing distribution network together in the most efficient manner possible.

This year's PRI Trade Show will be its 23rd edition. Show date have been freed up in Orlando so that the PRI Trade Show will be able to return to its traditional first week of December. It's been an extraordinary run for the racing industry, and yet, the PRI Trade Show may be more important now than ever before.

This year the dates for the PRI Trade Show are December 9-11, 2010.

Motorsport America will once again be there to see the latest and greatest in performance parts and cover the event. Check out our January 2011 issue for photos and news.

For more information about PRI, visit www.performanceracing.com

2010 PRI photos by MSA Staff

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