

Auto Parts Shimmers in SEMA 2007

Highlight of Exhibitors – *Orange Electronic*



SEMA show just ended up. Thousands of exhibitors joined in the largest auto show. Who is the brightest one in SEMA 2007? Read the article and you will get it.

Great products make great achievement. The annual SEMA show has just finished. All exhibitors display their glaring equipments, which amazes all visitors. And are back home satisfyingly with the latest knowledge and smiles.

Orange Electronic Co., Ltd., again, did quite well in SEMA. Located in Tire & Wheel performance section, Orange Elec. attracted audience attention. With the approaching of 2008, the deadline of TREAD Act, the demand of TPMS is getting higher and higher. More than half of the visitors in this section came,

stayed and inquired Orange booth. The small site is with prosperity as well.

As NHTSA enforces the installation on all cars after Nov. 2008, smart businessmen took the chance to get more aware of the “Must” technology – TPMS. It is imaginable that how huge the TPMS market will be. Roughly speaking, there are 10 million new cars built on the road. For cars, each has 4 wheels, which means one car 4 sensors and all cars 40 million sensors required. How amazing potential market!!

Orange knows the demand and works

on unparalleled tech for these demands. 7-year military spec battery, RF wireless through metal, patented antenna, re-learn position system, separate valve & sensor design etc., these special tech make Orange unique.

Not only for passenger cars, but also for truck / bus / trailer, Orange is researching for the safety required vehicles. It's well known that once the traffic is safe, the death and extra cost will be lower down. For life saving and loss reduction, Orange is dedicating to TPMS Bus / Truck and does a perfect job. Orange TPMS Bus / Truck are on hot sale now.

Moreover, Orange also focuses on the biggest market, OE replacement sensor. Orange has done his great job in working with the current sensors on the road. These OE replacement sensors are 100% compatible with the



Plenty buyers inquired, and purchased samples back for testing during the show.



The host of SEMA Seminar 2007, Scott Blair, introduced the Orange TPMS to the auditors.

Orange Elec. GM, Aliber Hsu, was invited to address the latest TPMS features, functions and markets at the SEMA Show 2007 Seminar. He explained what is necessary and should be noticed for TPMS.

is necessary and “must” in TPMS. After they understand and can distinguish that, they will know we don’t only do business. They will know we are their good partners and trust us.” said by Mr. Aliber Hsu, Orange GM.

sensors. Plus, Orange OE replacement sensors are almost half price of OE sensors, which is beneficial to all the consumers / importers / distributors / retailers in the US for reasonable cost in TPMS parts.

Besides, one-after-one awards reach Orange again and again show up on the auto magazines. In 2006, Orange won “SEMA Best New Product 2007 Award”.



Five Global Media Awards – another outstanding success made by Orange Electronic.

This year, Orange’s remarkable performance acquired the 5 sets of “Global Media Award 2007”. All above factors are, what Orange GM Mr. Aliber Hsu always says, why Orange is always improving and outstanding.

Invited to the SEMA seminar “Aftermarket TPMS Solutions to Common Problems” (at LVCC, N256), Orange was honorably to introduce the “Must” technology to the seminar participants. Including introducing all the auditors the relationship between deflation and fuel cost / CO2 reduction, market trend, certification, and integration application, Orange also discussed TPMS with the auditors to know more about TPMS not only by market but also by tech side. “We do not just want to sell TPMS to buyers. We want to educate all buyers to know what

“His speech is so impressive. He not only talked about the market trend, market size, but also the current status. I will discuss with him later” -- Keven Carter, Senior buyer of Motor-Rack.

Following by the increasingly lift-up of oil, the gasoline saving (cost-saving as well) is a big issue to us. Moreover, CO2 reduction also matters for all human beings on earth. We are not allowed to do something bad to our only motherland anymore. You are able to do something good for the planet now. TPMS is what you need and makes both requirements done. How cute polar bears are!! You can save them by your slight power. Get TPMS right away!!

