

PRESS RELEASE

ORACLE LIGHTING
Contact: Justin Hartenstein
504-613-4756
justin@oraclelights.com

FOR IMMEDIATE RELEASE

ORACLE LIGHTING VECTOR™GRILL NAMED 2018 GLOBAL MEDIA AWARD WINNER

-- Oracle's New Product Emerged Among Thousands as Voted on by Panel of International Judges --

LAS VEGAS – 11/12/18 – ORACLE Lighting was recognized with a 2018 Global Media Award at the SEMA Show in Las Vegas for its new Vector™ Grill for the 2018 Jeep Wrangler JL.

ORACLE Lighting is pleased to share that our new products were recognized at the 2018 SEMA Show with a Global Media Award. The ORACLE Vector™ Grill for the new Wrangler JL caught the attention of many International Media Outlets including Media Judge Nabin Moustafa from *Strive ME* in the United Arab Emirates.

“We are very pleased to our team recognized by the international media for their efforts on this innovative project for the new Jeep Wrangler.” Says Justin Hartenstein, Director of Product Development at ORACLE Lighting.

The voting panel comprised of 30 judges from 19 countries who reviewed over 3,000 new products that were featured at this year’s SEMA Show. Each journalist selected products that would be of most interest to their publication’s readers and most likely to succeed commercially in their respective country.

The SEMA Global Media Awards Program recognizes those companies that manufacture specialty equipment products and accessories that would have mass appeal to consumers in countries outside the United States. The products are voted on by a prestigious group of international journalists who serve as judges.

“The idea of customization and personalization has been growing throughout world,” said Linda Spencer, SEMA director of international and government relations. “Our goal is to have media experts from around the world determine which new products are likely to succeed in their home markets. The automotive specialty-equipment market is made up of enthusiasts who are passionate about the hobby, and so it’s exciting to see how their love for cars, trucks and SUVs is impacting those throughout the world.”

Since 2004, the SEMA Global Media Awards Program has been a staple of the SEMA Show – the premier automotive accessories trade event in the world. It involves journalists from throughout the world coming to the SEMA Show, with the purpose of identifying and discovering what new products are likely to succeed in their home countries. The participating media represent some of the industry’s top magazines and the editors are amongst the most respected in the world. Their opinions are highly regarded. Given the knowledge and expertise about the automotive markets in their countries, there is a high probability that the products they identified truly will resonate with consumers in their respective markets.