

# PRESS RELEASE

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## FOR IMMEDIATE RELEASE

### ORACLE LIGHTING VECTOR™GRILL NAMED SEMA NEW PRODUCT AWARD WINNER

*Oracle's New Product most innovative and cutting-edge exterior products that will be consumable in 2019.*

**LAS VEGAS – 11/12/18** – ORACLE Lighting wins runner up for 2018 “Best New Exterior Product” Award at the SEMA Show in Las Vegas for its new Vector™ Grill for the 2018 Jeep Wrangler JL.

The Specialty Equipment Market Association (SEMA) announced its Best New Products Award winners at the 2018 SEMA Show. These awards are given to the most innovative and cutting-edge automotive aftermarket products that will be consumable in 2019.

*“To be recognized by the industry with an award like this for a project that our team has works so hard on over the past year is very rewarding for us. We feel that the functional aspect and safety features of this product are the most innovative parts of the product although it is the aesthetic design that tend to get the most attention.”* Says Justin Hartenstein, Director of Product Development at ORACLE Lighting.

SEMA’s annual New Product Awards competition recognizes outstanding achievements in the development of products being introduced to the automotive specialty-equipment market at the SEMA Show. Products are judged in 16 award categories, and each category has one winner and two runners-up.

Nearly 3,000 products were entered into the 16 different Showcase categories to be considered for a SEMA New Product Awards this year. Winners were selected based on a variety of factors that included superiority of innovation, technical achievement, quality and workmanship, consumer appeal and marketability, and more.

Read more here: <https://www.sema.org/news/2018/10/30/sema-announces-new-product-award-winners>

#### **Exterior Accessory Product**

Winner: Lund International, AVS Aeroskin LightShield Hood Protector

Runner Up: ORACLE Lighting, ORACLE Lighting Vector Series Grill for the Jeep Wrangler JL