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Sunglasses Inside Hall at SEMA?

The award-winning project team at RealWheels Corporation is known for their wild theme-vehicle projects and, quite often, the unusual partnerships used to create them. Each year, these innovative designs are unveiled at the automotive industry's largest aftermarket products event, the SEMA Show (Specialty Equipment Market Association). The team's marketing concept was described as "A new era in cross-promotion" when they teamed with Las Vegas illusionist Criss Angel for a Magic-themed Mindfreak Hummer. Then, when they arrived last year with a music-themed ride they built with legendary rockers CHEAP TRICK, it blasted show attendees with fog machines, laser lights and even the Rockband video game. So... why should we be surprised to see Team REAL roll into SEMA this year wearing sunglasses in the hall? Introducing the RealWheels / Maui Jim "Cool Shades" Chevy Camaro.

"In order to get some attention at an amazing show like SEMA, you've got to come up with something unique," says RealWheels Vice President, Jhan R. Dolphin. "For one thing, it really helps keep our team enthusiastic during the build process, and then when the vehicles are completed, they always seem more attention-getting and enjoyable for the audience. So this year, we are thrilled to join forces with luxury sunglass manufacturer Maui Jim."

RealWheels Corporation has just released a new billet accessory package for the new Camaro, so having one at the show was a must. Their new trim kit features billet shift knobs, fuel door, pedals, and a variety of stainless steel goodies that compliment the vehicle's design. They used this new accessory package to put the final touch of class and style to the Cool Shades car. "There will be a lot of new Chevy Camaros at the 2009 SEMA show, but I believe ours will run with the best of them," added Dolphin, "This thing is sexy, stylish and aggressive."

The custom paint and body styling quickly draw your eye to the vehicle, and then you'll begin to notice the aggressive stance that has been provided by the tire, wheel and suspension upgrades. The Maui Jim logo is placed on the upper left side of the windshield, just like a pair of Maui Jim shades. Then you open the door. The red accents that were noticed on the exterior have flowed nicely into the vehicle's custom leather seating and trim. Team REAL's creative use of accent lighting has become one of their signatures, and the Camaro's interior features seem to glow from their innovative placement of red LED lights. With a turn of the key, all of your attention goes to the sound and power. Air being thrust through the supercharger, headers and exhaust create one of the best exhaust notes you can imagine.

So, where can you find this automotive beast? Look for the guys wearing the cool shades.

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For additional information, photos, or to schedule an onsite interview with Team REAL,

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