

Local Manufacturer Shows examples of Customization Trends at 100th Year Auto Show.

(GURNEE, IL) - - Are you the type of person who can't stand driving a common, everyday vehicle, and do you feel need to immediately add a few accessories to your new car or truck to personalize it to your own tastes? America's love affair with the automobile is not just for the vehicle itself, but also for the possibilities that exist in personalizing them to your own individual style. If so, you're not alone. Aftermarket accessories represent a 34 Billion dollar industry, that doesn't show any sign of slowing down.

Gurnee, Illinois accessory manufacturer, RealWheels Corporation (RWC), who has wowed the Chicago show crowds for the past four years with their wild modified vehicles, will once again display a customized vehicle at the event. This year we will bring the "Yacht Club" Silverado that was unveiled at the SEMA (Specialty Equipment Market Association) show in Las Vegas this past November." Says RealWheels Vice President of Marketing, Jhan R. Dolphin "It is a huge customized diesel pick-up that uses aftermarket accessories to achieve its custom look."

The team at RealWheels manufactures innovative billet aluminum and stainless steel accessories for many types of vehicles, and has become recognized for their award-winning project designs. "Our build-team creates vehicles that showcase the upper limits of what is possible in customization, at the same time highlighting the products we manufacture." explains Dolphin. "Like last year's Criss Angel (Mindfreak) Hummer they are each extreme examples of what is possible in personalization, and we're thrilled to have another one at the Chicago Auto show, right here in our backyard."

Dolphin and his team utilize the auto show each year as a helpful indicator of what people like, and what they would like to see in accessories and vehicle designs. "In addition to the aftermarket accessories we manufacture, we now also create OEM products that are installed on new cars and trucks right at the factory. It's extremely important that our team spends time, talking with consumers, and hearing their reactions to the vehicles on display." Based on their research last year, they designed and produced an entire new accessory line for the new Jeep Wrangler JK. "We identified that the buyer of the new four-door Jeep was different than Jeep buyers of past. More families and people that weren't as interested in the off-road aspects of the Jeep are now buying the vehicle." Explained Dolphin "We focused our efforts on more visual enhancement products for the new Wrangler, compared with the amount of hard-core off-road products that were available for previous Jeep models."

For the "Yacht Club" truck, RealWheels teamed with General Motors Corporation as well as approximately 15 additional sponsors to create this one-of-a-kind Silverado 3500 HD. From its lifted suspension and tractor-trailer wheels, to the luxurious interior, this one is sure to be on the "wish list" of the many truck lovers at this year's Chicago International Auto show.

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