



Toyo Tires® Named SEMA Sport Compact Council's Manufacturer of the Year

During the recent 2004 SEMA International Auto Salon in Atlantic City, New Jersey, SEMA's Sport Compact Council named Toyo Tires® their "Manufacturer of the Year".

CYPRESS, CA ([PRWEB](#)) June 5, 2004 - The Sport Compact Council of SEMA recently presented Toyo Tires® with the prestigious Manufacturer of the Year award for demonstrating years of unwavering support of the sport compact market and performance industry. The ceremony took place at the SEMA International Auto Salon in Atlantic City, New Jersey.

Dana Zamalloa, marketing communications manager, Toyo Tire (U.S.A.) Corporation, accepted the award on behalf of Toyo Tires® from Jim Savas, chairman-elect, and Brian Horowitz, chairman of the SEMA Sport Compact Council. According to Zamalloa, "We are greatly honored to receive this prestigious award from the SEMA Sport Compact Council. Toyo Tires is dedicated to the sport compact aftermarket and the youth lifestyle, and there is no higher honor than to receive acknowledgement from your peers within this industry."

Toyo Tires® produces a complete line of ultra-high performance tire products dedicated to sport compacts. Toyo Tires® supports sport compact lifestyle activities such as Hot Import Nights, as well as sponsoring NHRA® Sport Compact Drag Racing, other sport compact drag racing venues and professional sport compact drag race teams. Toyo also funds a program called Take It To The Track, which promotes a safe alternative to illegal street racing. In addition, Toyo Tires® is the Official Tire of SPEED World Challenge® and is a sponsor of the new Formula Drift Series.

SEMA (Specialty Equipment Market Association) was founded in 1963 to represent the specialty automotive industry. The international organization currently has 5,200 member companies resulting in a \$29-billion industry worldwide. The Sport Compact Council (SCC) is a professional alliance within SEMA, which is dedicated to the long-term prosperity of the sport compact market.

For more information on sport compact products from Toyo Tires®, check out their Proxes ultra-high performance offerings at [toyo.com](#), or log onto their lifestyle website at [teamtoyo.com](#). Toyo manufactures and distributes a complete line of high performance and original equipment replacement tires for passenger car, light truck, commercial truck, bus, off-road and construction applications.

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**Contact Information****David Parcell**

TMC AUTOMOTIVE GROUP

<http://www.toyo.com>

949-851-6313

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