



CONTACT: Craig Hoffman  
[CHoffman@harborfreight.com](mailto:CHoffman@harborfreight.com)  
818.307.0755

Donna Walker  
[DWalker@harborfreight.com](mailto:DWalker@harborfreight.com)  
818.307.3246

## **HARBOR FREIGHT TOOLS TO SHOWCASE UPCOMING MAJOR PRODUCT LAUNCHES AT SEMA SHOW IN LAS VEGAS (NOVEMBER 1-4, 2022)**

(October 2022; Calabasas CA) Harbor Freight Tools, the country's number one destination for quality tools at great value will introduce several new products at the nation's premier auto industry trade show, SEMA (Specialty Equipment Market Association), in Las Vegas this November.

Visitors to the industry-only event will get the first look at a new line of professional grade power tools from Harbor Freight's exclusive HERCULES® brand, including new brushless cordless power tools, and automotive specialty hand tools from ICON®.

The DAYTONA™ brand will showcase new floor jacks and jack stands. New BADLAND® winches and auto recovery equipment will be featured. Harbor Freight will also preview new additions to its popular line of tool storage and cabinets, including additions to the U.S. GENERAL® line.

Attendees can see and test the new tools. Members of the Harbor Freight team will be available for media interviews, which can be scheduled in advance. For Harbor Freight interview requests and media inquiries, please contact the Corporate Newsroom at [Newsroom@harborfreight.com](mailto:Newsroom@harborfreight.com)

Located in the Upper South Hall of the Las Vegas Convention Center, the Harbor Freight Tools booth (#38095) will be open during regular show hours: November 1-3 (from 9 a.m. to 5 p.m.) and November 4 (from 9 a.m. to 4 p.m.).

The SEMA show, which focuses on the automotive industry and showcases upcoming products, attracts more than 161,000 attendees annually, including representatives from over 140 countries and 3,300 media representatives.

For SEMA media registration, go to [www.semashow.com](http://www.semashow.com).

### **About Harbor Freight Tools**

For 45 years, Harbor Freight Tools has been America's go-to source for affordable quality tools. The family-owned company started in Southern California in 1977, when 17-year-old Eric Smidt began transforming his father's small phone sales business into a successful mail order company, bypassing the resellers, dealing directly with factories, and passing the savings on to customer. Today more than 40 million customers depend on Harbor Freight's quality and value to earn a living, repair their homes and cars and pursue their hobbies.

The company opened its first store in 1980. Harbor Freight Tools is one of the nation's fastest growing retailers, with more than 1300 stores across the country and opening two new stores every week. With 25,000 Associates, the company was recently recognized for the second year in a row by *Forbes* as both one of the 20 best large companies to work for in retail and the nation's Number One Employer for Veterans in its category. *Forbes* has also recognized Harbor Freight Tools as one of 20 best large companies for women to work for in retail, one of the best large companies for diversity. The company has also been recognized as one of the country's top employers in terms of diversity and inclusion by DiversityJobs.com.

With core values of excellence and continuous improvement, Harbor Freight Tools works to constantly improve the quality of its products and this year will introduce more than 800 new tools and accessories. Harbor Freight Tools locations are open 7 days a week, Mondays through Saturdays from 8 am to 8 pm and on Sundays from 9 am to 6 pm.

Find the very latest news and product press releases from Harbor Freight Tools in our Newsroom, a resource for journalists, influencers and anyone interested in covering Harbor Freight. You'll also find an archive of our press releases, product and store images, videos, media contacts and more:

<https://newsroom.harborfreight.com/>