



CONTACT: Craig Hoffman
CHoffman@harborfreight.com
818.307.0755

Donna Walker
DWalker@harborfreight.com
818.307.3246

HARBOR FREIGHT TOOLS CONTINUES INTRODUCING MAJOR NEW PRODUCTS AT SEMA IN LAS VEGAS

(November 3, 2022; Las Vegas NV) Harbor Freight Tools continues to showcase several new major products at SEMA (Specialty Equipment Market Association), the nation's premier auto industry trade show, which ends tomorrow.

These include the next series in the popular storage line, U.S. General Series 3[®], a BADLAND™ 3 Ton Off-Road Jack and new additions to the HERCULES[®] professional-grade line of power tools, including a 6 In. Forced Rotation Dual Action Polisher.

Attendees at the industry-only event, which began November 1, can see and test the new tools, including the DAYTONA™ 1.5 ton Ultra-Low Profile Lightweight High-Performance Aluminum Racing Jack.

Members of the Harbor Freight team are available for media interviews. For Harbor Freight interview requests and media inquiries, please contact the Corporate Newsroom at 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.

To explore the full line of DAYTONA, HERCULES, BADLAND, and more, go to www.harborfreight.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/>