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HARBOR FREIGHT TOOLS TO PREVIEW HUNDREDS OF NEW TOOLS AT NATION'S PREMIER AUTO SHOW IN LAS VEGAS

(October 30, 2023; Las Vegas, NV) Harbor Freight Tools will preview hundreds of new tools at SEMA (Specialty Equipment Market Association) Show, the nation's premier auto industry trade show, starting from tomorrow.

Major new releases from brands such as ICON™, HAUL-MASTER, ROADSHOCK®, U.S. GENERAL®, and more will be announced.

During SEMA, attendees can see and test the new tools. Members of the Harbor Freight team are available for media interviews during the show which can be scheduled in advance. For Harbor Freight interview requests and media inquiries, please contact Donna Walker at DWalker@harborfreight.com or the Corporate Newsroom at Newsroom@harborfreight.com.

The Harbor Freight Tools booth (#38047), located in the Upper South Hall of the Las Vegas Convention Center, will be open during regular show hours: October 31-November 2 (from 9 a.m. to 5 p.m.) and November 3 (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 more information go to semashow.com.

About Harbor Freight Tools

For more than 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 the customer. Since then, over 75 million customers have depended 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 1400 stores across the country and opening two new stores every week. With 28,000 Associates, the company was recently certified as a "Great Place to Work™" and was listed in the top ten on Fortune's Best Workplaces in Retail for 2023. Harbor Freight has been recognized three years in a row by *Forbes* as one of the 20 best large companies to work for in retail and one of the nation's Best Employers for Veterans. *Forbes* has also recognized Harbor Freight Tools as one of 20 best large companies for women to work for in retail, and one of the best large companies for diversity. The company has also been recognized for the past two years as one of the country's top employers in terms of diversity and inclusion by DiversityJobs.com, by *Fortune* as One of America's Most Innovative Companies and by *Newsweek* magazine as One of America's Most Trustworthy Companies both for 2023.

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 so customers know that whatever they do, they can do it for less at Harbor Freight. 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/>