



CONTACT:  
Donna Walker  
Publicist

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

Craig Hoffman  
Director, Corporate Communications  
[CHoffman@harborfreight.com](mailto:CHoffman@harborfreight.com)  
818.307.0755

## **HARBOR FREIGHT TOOLS TO SHOWCASE UPCOMING MAJOR PRODUCT LAUNCHES AT SEMA SHOW IN LAS VEGAS BEGINNING OCTOBER 31**

(October 19, 2023; Calabasas, CA) Harbor Freight Tools will introduce many exciting new products at the nation's premier auto industry trade show, SEMA (Specialty Equipment Market Association), in Las Vegas, October 31 – November 3.

Visitors to the industry-only event will get the first look at many products including ICON™ diagnostic scanners, ROADSHOCK® off-road lights, and the biggest unveiling yet from HAUL-MASTER. Harbor Freight will also preview new additions to its highly anticipated and highly popular U.S. GENERAL® Series 3 line of tool storage.

Hundreds of other new tools will be previewed from Harbor Freight's various brands including HERCULES®, ICON®, PREDATOR®, SPECTRUM®, DOYLE®, QUINN®, and more.

Harbor Freight will be featuring announcements and videos of the new products being introduced at SEMA in the [Harbor Freight Newsroom](#) and attendees can see and test the new tools at the Harbor Freight booth (#38047). The booth will be located in the Upper South Hall of the Las Vegas Convention Center and 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.).

Members of the Harbor Freight team will be available for media interviews onsite, which can be scheduled in advance. For Harbor Freight interview requests and media inquiries, please contact Donna Walker at [DWalker@harborfreight.com](mailto:DWalker@harborfreight.com), or our Corporate Newsroom at [Newsroom@harborfreight.com](mailto:Newsroom@harborfreight.com).

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 [semashow.com](https://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/>