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Air Design Receives Special Recognition at 2017 SEMA Show

Air Design is celebrating a successful 2017 SEMA Show, with nearly a dozen collaborative custom builds and three special recognitions. Ford Motor Company presented Billy Longfellow, VP of Design and Engineering at Air Design USA, with the prestigious Outstanding Achievement in Design award for its 2018 Ford F150 and Mustang Ground Effects kit. The team also was a recipient of the SEMA Global Media Award for its over-molding technology present in the 2018+ Ford Mustang carbon fiber rear deck spoiler. Air Design, along with fellow aftermarket powerhouses Eibach, TSW Wheels, Borla Exhaust and K&N, joined forces for a one-off 2018 Kia Stinger GT with a custom bright orange paint job. The vehicle, which featured Air Design's Aerokit, was named "Best in Show" by Cars.com at the 2017 North American International Auto Show.

Longfellow promised to unveil never-before-seen products and high-end custom builds at the 2017 show, and he delivered. As promised, "attendees were able to see the true DNA of our California designs." For President and CEO, Miguel Avalos, it was the best SEMA show to date—from industry press and award recognition to new product releases and interaction with OE and aftermarket partners. "The SEMA Show is the most important specialty equipment and vehicle personalization event in the world, providing a unique opportunity to interact with other market leaders from around the globe," he said. "We have an unparalleled level of innovation and combined with our precision engineering and state-of-the-art composite technologies, we've created a great lasting impression of quality and value for our customers."

The company's new USA division, operating independently but in collaboration with its parent company in Mexico, is exclusively distributing its product line through Keystone Automotive Operations, Inc.