



For Immediate Release

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Mobile Solutions Celebrates 15 Years at SEMA

Largest show presence in the company's history includes expanded booth, three brands, education partnerships

LAS VEGAS, November 6, 2019 (MEDIAWIRE) – “When we first showed at SEMA, this whole side of the North Hall was filled with mobile electronics companies,” remembered Bryan Schmitt of his then-fledgling brand’s first foray into the SEMA (Specialty Equipment Market Association) show landscape. As president and founder of Mobile Solutions, it was the next step in developing legitimacy for the training, fabrication tools and professional consumables offered by the company from its Tempe, Ariz., facility.

Now, a decade and-a-half later, Mobile Solutions has built a model that caters to the automotive aftermarket as a whole, positioning its wares in North Hall booth No. 11004—just outside of the enormous Snap-On booth—yet still within scope of the scant five aisles that make up the Mobile Electronics section. “SEMA has always been a great show for us,” added Schmitt. “The show brings together retailers and technicians who have true love affair with cars. It gives us more time to talk with individual customers and we expose our brand to this large group of professional enthusiasts.”

Triple the Space, Triple the Brands

Mobile Solutions is marking its 15th year at SEMA with the largest booth in its history. The expanded space is by no means as large as its automotive tooling neighbor, yet it possesses more than enough space to present the brand’s evolution over 15 years. Slat walls and counters showcase a full array of templates, tools and accessories that all share the goal of fulfilling any creative vision in the most efficient way possible.

The larger space was also necessary because what was one brand has now become three. In October 2018, Mobile Solutions acquired Built In Radar to offer a line of calibration tools and mounting templates to custom-install components from the industry’s most popular radar and laser detection brands. And earlier this year, the company entered into a joint venture to develop and sell SoundShield, a full line of sound-deadening material that minimizes automotive interior noise to optimize audio system performance.

Taking Education on the Road

As teaching professional technicians and fabricators is a major component of Mobile Solutions’ business, it is also a large part of the company’s presence in Las Vegas during SEMA. For the fourth year running, Mobile Solutions has paired up with amplifier and sound processing manufacturer AudioControl to host an after-hours training November 7 at the nearby Orleans Hotel and Casino. The event will showcase the latest products and selling strategies from AudioControl as well as time-saving fabrication demonstrations by Schmitt and guest instructors. The organizers anticipate close to 300 attendees.

Also on the teaching calendar are a pair of sessions in the SEMA Education series geared toward customizers of hot rods and vehicle interiors. On November 6, Schmitt will join Gary Bell, owner of Orange, Calif.-based Define Concepts, to teach attendees how to conceptualize, design and create custom interiors for today's vehicles. November 7 will feature a specialized session from the pair focused on hot rods and resto-mods. The SEMA Education series classes are free and open to all SEMA attendees.

Students to Siblings

Part of the company's business model is to develop long-lasting relationships with students who go through any of Mobile Solutions' Master Tech training courses. This is accomplished through a robust social media presence as well as constant communication with former students about new tools, tech tips and upcoming courses. Another powerful component of Mobile Solutions' rapport-building process is its partnerships with some of the industry's most renowned fabricators, several of which have been awarded Installer of the Year by *Mobile Electronics* magazine.

As a result, Mobile Solutions' show floor space is packed for most of the show, and Schmitt expects another vigorous outing for its 15th year. "Every year we get excited about coming to SEMA," he said. "Not only do we get to meet new people but it's also like an expanded family reunion. Our students and customers are like family to us. Without them, we definitely would not be celebrating our 15th year at SEMA."

For more information or to register for the SEMA Education Series class, go to mwi.re/ms-semaed. Installation professionals are welcome to attend the co-hosted AudioControl / Mobile Solutions event by registering at mwi.re/ms-audiocontrol19. To locate the Mobile Solutions booth in the North Hall, go to mwi.re/ms-sema19.

Images: [Mobile Solutions Show Booth](#)

About Mobile Solutions

Mobile Solutions USA is an innovation-driven company creating tools and delivering training that enable custom automotive electronics, audio and interior installations progress with a level of efficiency not often achieved in the aftermarket automotive business. With the patented Smart Templates™ brand of design tools and many other innovations, Mobile Solutions USA serves the aftermarket automotive technician, fabricator and retail store community through direct sales and distributors around the globe. For more information, call (480) 968-2074 or visit mobilesolutions-usa.com.

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