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| *This section is like a post-it-note or notepad*  (STOP Logo) – I need 30 seconds of your time. I promise it’s important. Read Below…  New cars are not designed with modification in mind  You are probably aware that some autonomous vehicle technology is showing up as features in cars today and will be mandated in a few years. This Technology is called ADAS, or Advanced Driver Assist Systems. What you may not know is that ADAS systems can malfunction when vehicles are modified. Not just performance and racing, this affects wheels and tires, body modifications, paint (yes, increasing paint thickness on a bumper can cause these systems to read distances wrong), interior changes, and so much more.***If we don’t get in front of ADAS as an aftermarket industry, vehicle customization will impact driver safety and we can expect government regulation preventing modification*** and limiting our future of vehicle customization.  I can’t stand to the side and watch this happen. I love performance cars, racing, vehicle modification, and customization. I managed SCT and several other startups, I modify my own cars and my daily driver has 1000 HP, I have a NHRA competition license, and I believe that for many SEMA members the opportunity to customize is a way of life.  I am running for SEMA director because I can drive change. I have made real change in the repair industry thru right to repair and Automaker relationships, and ***I have the experience, relationships, leadership, motivation, and drive to push the full force of SEMA towards this problem before it’s too late.*** All I need to get started is your vote. |  | Image of me  (ICON) Problem – ADAS systems often stop functioning when a vehicle is modified  (ICON) My Solution is to activate the Full strength of SEMA and it’s network to engage Automakers, Regulators, and Industry. Vehicles must be designed with modification in mind, and there must be a partnership and transparency with the aftermarket.  (ICON) I bring my Leadership and Experience as President of Opus IVS, a technology business that helps technicians with complex vehicles repairs and ADAS calibration, previous General Manager of SCT, experience with right to repair regulations, Automaker and government relationships, Inventor on over 60 patents.  (ICON) My Passions keep me motivated   * Resto-mod projects at home (last was a 75 K5 Blazer powertrain swap) * Fast Cars (1000 HP Daily Driver CTS-V) * NHRA Comp Licensed Driver * Pilot, multi engine, instrument and Jet rated * Hobbyist collector car broker * Hobbyist airplane dealer * Driving change in whatever I do |

More on these at my website: [www.HerronSEMA.com](http://www.HerronSEMA.com) to learn more details on the challenge, my vision for solving these problems, and my credentials and experience to make it happen. You can also contact me directly at [brian.herron@opusivs.com](mailto:brian.herron@opusivs.com) or (734) 780-6100

Change in the industry I’ve played a key role in

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| **Standardized Vehicle Diagnostics**  As a co-founder of Drew Technologies, our company helped realize the industry achieve standardized dealer diagnostics | **Access to factory vehicle diagnostics for everyone**  I personally played an active role in Right to Repair |
| **Modernization of Performance Calibration**  I became General Manager of SCT, during its startup phase, and helped that company bring flash tuning and DIY vehicle calibration mainstream | **Keeping Overreaching patents from affecting our industry**  By litigating against the biggest companies and winning, I helped re-shaping patent law to protect overreach |
| **Configurable Gauge Displays**  I was a co-inventor of the first user configurable LCD Gauge Display, patented and delivered at SEMA 2007 called DashDAQ. This technology has spread throughout the industry. | **Helping Mechanics support multi-brands of vehicles**  I led the acquisition of Autologic and Farsight, which day, under the Opus IVS Umbrella deliver remote diagnostic assistance using dealer trained techs |
| **Remote Programming**  I was co-inventor of remote programming under Opus IVS (Known as RAP), allowing remote software updates of vehicles. | **Helping Collision repairers keep cars safe**  The company I run (Opus IVS) helps scan vehicles after collisions and complete ADAS Calibrations that ensures vehicles are safe when they return on the road |
| **Building Business**  I’ve helped build and recover automotive businesses, from startup to now nearly 400 employees across 7 offices and 3 continents that touch over a million vehicles per year | **Porting Superchargers**  Thru the first company I founded, Apten, I brought supercharger porting to the mainstream for the Ford Cobra and Lightning. |

Room for images here

Endorsements from Industry

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