



3839 County Road 116 • Medina, MN 55340 USA

Worldwide: 763-476-2531 • 800-328-3336

E-mail: [highperf@intercompcompany.com](mailto:highperf@intercompcompany.com)

[www.intercompracing.com](http://www.intercompracing.com)

Fax: 763-476-2613

## FOR IMMEDIATE RELEASE

### Intercomp Racing Products Earn Global Recognition

Minneapolis – Intercomp products earned a pair of Global Media Awards to close out 2018, one at the Specialty Equipment Market Association (SEMA) Show and the other at the Performance Racing Industry (PRI) Show. Winners for both of these awards were selected from the Product Showcase at each trade show.

At SEMA (Oct. 30 - Nov. 2), in Las Vegas, Intercomp's Laser Leveling System for Scale Pads caught the eye of Tony Tobias. Tobias, representing UK-based *Autosport Engineering*, selected this product from the hundreds submitted to the SEMA New Product Showcase. Judges representing auto-related media outlets from around the world made their picks based on not only general interest, but also whether a given product would resonate with consumers from their home country.

Intercomp's Digital Fill, Bleed & Read Air Gauge also earned recognition by winning the company's second Global Media Award at PRI (Dec. 6-8), in Indianapolis. Bruce Williams, representing Australia's *Auto Action*, selected the air gauge as one of the standout products from the submissions to the Featured Product Showcase.

The Global Media Awards have been part of the SEMA Show since 2004, but 2018 was the first year the awards were presented at PRI. The continuing goal of both awards is to help journalists discover and report on new products that could become popular with consumers from their home countries. In turn, it gives manufacturers the ability to better gauge the international appeal of their products.

Detailed information regarding Intercomp's Laser Leveling System for Scale Pads and Digital Fill, Bleed & Read Air gauge are found at [IntercompRacing.com](http://IntercompRacing.com). Otherwise, contact Intercomp Racing Sales at 800-328-3336, worldwide at +1 763-476-2531, or send an e-mail to [highperf@intercompcompany.com](mailto:highperf@intercompcompany.com).

###



*advanced weighing technology ... by any measure*