

Los Angeles Times | L.A. AUTO SHOW

MAD MODS - <http://www.latimes.com/custompublishing/automotive/la-ss-autoshow-madmods-20111117,0,6119082.story>

Flashy concept cars and scores of exciting model debuts aside, the real highlight of the Los Angeles Auto Show for lots of dedicated gearheads is the rows upon rows of aftermarket exhibits in Kentia Hall — a haven for serious custom tuners or anyone who loves to gawk at diamond-encrusted spinners and extreme tuner projects.

Celebrating the world capital of car culture, the L.A. Auto Show features the biggest selection of aftermarket accessories anywhere. Not only are the coolest rims and tuner packages on display — along with performance-enhancing add-ons and high-tech electronics — it all comes together in several showcases featuring the ultimate tricked-out rides.

It's all about hooking up better sound, more power, a flashier look — and the tuner trend is more popular than ever, said Brendan Flynn, director of communications for the L.A. Auto Show.

“Kentia Hall is just a lot of fun, a favorite especially with the younger crowd,” he said. “People love to see extreme examples of what they can do to their cars and look at exhibits like the Dub Magazine Celebrity Car Showcase.

Madness Autoworks — formerly Smart Madness — is back with an expanded inventory of Smart and Fiat parts and accessories, showing off the vast custom possibilities offered by the tiny and green Smart Fortwo and stylish little Fiat 500. Signal Hill-based Madness Autoworks has complete body kits, suicide doors and spoilers from scores of tuning icons including Lorinser, Brabus and Giovanna, along with premium audio from Boston Acoustics, Polk Audio and more.

