



## **TOWING PRODUCTS INDUSTRY LEADER ANNOUNCES ADDITION OF ANOTHER SPONSORED RACE IN THE 2011 NASCAR SPRINT CUP SERIES WITH TEAM JTG DAUGHERTY RACING AND DRIVER BOBBY LABONTE**

SOLON, OH (August 2, 2011) Cequent Consumer Products is revved up for the race weekend, not only because the No. 47 Reese Towpower/ Highland car is racing at Pocono Raceway in Long Pond, Pa. this weekend with driver Bobby Labonte, but because Cequent Consumer Products is also pleased to announce that the Reese Towpower car will be running in an additional race this season with JTG Daugherty Racing. The Reese Towpower car will also run in the season finale at Homestead-Miami Speedway on November 20th.

"In honor of the strong positive response from race fans we have added another Sprint Cup race to the 2011 NASCAR season," said Francis Bernart, Vice President of Marketing, Cequent Consumer Products. "Fans can catch the No. 47 Reese Towpower car driven by 2000 champion driver, Bobby Labonte, at Homestead Miami Speedway closing out race season."

JTG Daugherty Racing and Labonte are equally delighted to announce this news today.

"Cequent Consumer Products brand Reese Towpower sponsored us in the NASCAR Sprint Cup Series Budweiser Shootout at Daytona International Speedway, which was the first race of the year and now they are sponsoring us in the last race of the season at Homestead-Miami Speedway," said Bobby Labonte, driver of the No. 47 Reese Towpower Toyota. "We are all charged up about what they were doing as a company and excited about all the new products they have coming out. We have a good relationship with Reese Towpower that we hope will last for a very long time."

Labonte and his team owner, Tad Geschickter, were guest speakers at Cequent Consumer Product's summer sales meeting last month in Akron, Ohio. The event was a great way for the two to learn more about Cequent Consumer Products from the business side of things while supporting their partnership.

"Since race fans are Reese fans, adding this race is a great way for Reese to honor our loyal consumers, as well as, Bobby's fans and to say thanks for a great season," said Bernart.

The timing on the announcement is ideal with the Reese Towpower/Highland car on track this weekend for the Good Sam RV Insurance 500 at Pocono Raceway on August 7<sup>th</sup>. Labonte and his fans agree the blue "Legendary Towing Products" Reese car is a good looking car, one they haven't seen him drive since the qualifying race for the All-Star race at Charlotte Motor Speedway in May. Live coverage from Pocono Raceway begins at 1pm ET Sunday on ESPN.

## ABOUT CEQUENT CONSUMER PRODUCTS:

Cequent Consumer Products, Inc. is the industry's leading designer, manufacturer and marketer of innovative consumer products for the automotive aftermarket industry. For more than 85 years, Cequent Consumer products are some of the most dependable products manufactured today including superior-quality towing and hitch systems, trailer components and accessories, as well as electrical, brake, cargo carrying and rack systems for cars and trucks. Our industry leading brands are sold through leading automotive retailers nationwide. Our brands include: Reese Towpower, Highland, Rola, Fulton, and Bulldog. Cequent Consumer Products is part of the Recreational Accessories business segment of TriMas Corporation headquartered in Bloomfield Hills, Michigan.

Visit us at [www.cequentconsumerproducts.com](http://www.cequentconsumerproducts.com)

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