



For Immediate Release

June 27, 2011

Cequent Performance Products Moves into Larger Facility *Expansion includes Larger Testing Lab and Green Technology*

PLYMOUTH, MI – Cequent Performance Products, makers of such name brands as Reese, Draw-Tite, Bulldog, Fulton, ROLA and Tekonsha, has relocated their headquarters into a larger facility. This move was completed on March 14. Their new building boosts Cequent’s product testing laboratory by nearly doubling the overall square footage and doubling the amount of bay doors. Cequent acquired one third of the entire building and has an option for future expansion. To make room for new employees, the office space was increased from 25,000 to 31,000 square feet.

New state-of-the art technology, such as a noise reduction system, faster internet and video conferencing is being incorporated in the new facility. All of the lighting in the building was upgraded following a program that the local power company has for energy efficiency. Besides shrinking Cequent’s carbon footprint, this will also reduce their electric bill by at least 30%.

Keeping an emphasis on saving resources, their new facility has an onsite recycling program for metal, glass, plastic, paper and corrugated board. Cequent has also contracted an outside company for the recycling of batteries and light bulbs.



Cequent Headquarters: 47912 Halyard Drive, Suite 100, Plymouth, Michigan 48170.

CEQUENT PERFORMANCE PRODUCTS, INC.

Towing Division

47912 Halyard Dr, #100 Ph: (800) 521-0510
Plymouth MI 48170 Fx: (734) 656-3009

Electrical Division

101 Spires Parkway Ph: (800) 325-5860
Tekonsha MI 49092 Fx: (517) 767-4707

Trailer Division

1050 Indianhead Dr Ph: (877) 208-2548
Mosinee WI 54455 Fx: (800) 793-9569





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About Cequent Performance Products, Inc.

Cequent Performance Products, Inc. is the industry’s largest manufacturer of towing and trailer aftermarket products. Each product is engineered and tested to meet and often exceed the industry’s highest standards. Product focuses include vehicle specific trailer hitches, electric trailer brake controls, fifth wheel hitches, gooseneck hitches, weight distribution systems, cargo management, custom designed and standard electrical harnesses, trailer jacks, couplers and much, much more. Brand names include: Bargman, Bulldog, Draw-Tite, Fulton, Hidden Hitch, Highland, Pro Series, Reese, ROLA, Tekonsha, Tow Ready and Wesbar. Cequent Performance Products, Inc. is a subsidiary of TriMas Corporation. For additional information, please visit www.CequentGroup.com.

About TriMas

Headquartered in Bloomfield Hills, Michigan, TriMas Corporation (NASDAQ: TRS) provides engineered and applied products for growing markets worldwide. TriMas is organized into six reportable segments: Packaging, Energy, Aerospace & Defense, Engineered Components, Cequent Asia Pacific and Cequent North America. TriMas has approximately 3,900 employees at more than 60 different facilities in 11 countries. For more information, visit www.TriMasCorp.com.

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For more information on Cequent Performance Products: <http://www.CequentGroup.com> or www.ReeseProd.com

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