



FOR IMMEDIATE RELEASE

Nov. 8, 2011

Cequent and Cooper Standard Form Major Alliances with No. 29 Brad Keselowski Race Team

*RAM TRUCK ENTRY DRIVEN BY PARKER KLIGERMAN
FOR 2012 NASCAR CAMPING WORLD TRUCK SERIES SEASON*

Plymouth, Michigan – Brad Keselowski Racing (BKR) announced that two industry-leading companies, Cequent which designs and manufactures towing and hitch systems, and related accessories, and Cooper Standard, which specializes in fluid handling systems and anti-vibration systems for the automotive industry, will join the No. 29 RAM team as major sponsors for the entire 2012 NASCAR Camping World Truck Series season. The marketing and business alliances will see Cequent and Cooper as the primary sponsors for the 2012 season, each taking one-half of the 2012 races. Both companies will also receive partnership assets, entitlements, and benefits throughout the season, including exposure via Keselowski personally in both NASCAR Sprint Cup Series and Nationwide Series competition for Penske Racing. Parker Kligerman, a Penske Racing development driver, will return for his second full-season with the BKR team to pilot the No. 29 Cequent/Cooper Standard entry.

Cequent's sponsorship of Keselowski and BKR, which also includes primary sponsorship for 15 Truck Series races in 2013 and 18 Truck Series races in 2014, is designed to drive exposure for its brands such as **Draw-Tite** and **Reese Towpower**, strengthen relationships with retail partners, and generate new business opportunities.

"We see Brad Keselowski, and his team, as terrific marketing fits for our company, its brands and products," stated Tom Benson, President of Cequent Performance Products. "The NASCAR Truck Series audience is undoubtedly our target market and Brad extends Cequent's reach to the NASCAR Cup and Nationwide audiences. This program also presents some meaningful business opportunities for both our Performance Products and Consumer Products divisions. The partnership has all the elements to be a complete success for Cequent and for Brad's team. We very much look forward to seeing the No. 29 Truck take the track in 2012."

"This is a historic day for Brad Keselowski Racing and I have a great deal of personal pride in making this announcement," said team owner Brad Keselowski. "To have both Cequent and Cooper Standard join our program in such a significant way provides us with the platform to compete for the championship in the NASCAR Camping World Truck Series. Both companies have very specific business and marketing objectives for the program and everyone at BKR will work to exceed Cequent's and Cooper Standard's expectations at the race track and in the marketplace."

For more information, please visit www.CequentGroup.com or www.bradracing.com.

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About Cequent

Cequent Performance Products, Inc. and Cequent Consumer Products are 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.

CEQUENT PERFORMANCE PRODUCTS, INC.

Towing Division

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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
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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 4,000 employees at more than 60 different facilities in 11 countries. For more information, visit www.TriMasCorp.com.

About Brad Keselowski Racing

Based in Mooresville, North Carolina and led by NASCAR Sprint Cup and Nationwide Series driver Brad Keselowski, Brad Keselowski Racing (BKR) fields the No. 29 RAM in the NASCAR Camping World Truck Series. BKR, with the aim to provide young talented drivers the opportunity to improve their skills with a professional, competitive team, has also fielded entries in the ARCA Series and other developmental motorsport series. For more information, please visit www.bradracing.com.

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Bargman, Bulldog, Draw-Tite, Fulton, Hidden Hitch, Highland, Pro Series, Reese, ROLA, Tekonsha, Tow Ready and Wesbar are either registered trademarks or trademarks of Cequent Performance Products in the United States and/or other countries. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

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Photos provided upon request.

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

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