



For Immediate Release

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Cequent Continues Partnership with Brad Keselowski Racing for 2013

PLYMOUTH, MICHIGAN - Cequent Performance Products will continue its partnership with Brad Keselowski Racing for the 2013 season.

Draw-Tite® will sponsor seven NASCAR Camping World Truck Series races beginning in Charlotte on May 17th. Bulldog® will make its debut at the Texas Motor Speedway on June 7th in its first race ever. Behind the wheel of the BKR #19 Ford will be a rotating team of drivers including Brad Keselowski, Joey Lagano and Ross Chastain.

“We’re enthusiastic about our association with BKR Racing,” said Tom Benson, President of Cequent Performance Products. “We have a strong and mutual interest in NASCAR racing fans. The opportunity to serve their towing and trailering needs is something we value. We are looking forward to supporting these special customers and BKR in the 2013 racing season.”

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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 4,100 employees at more than 60 different facilities in 15 countries. For more information, visit www.TriMasCorp.com.

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