



For Immediate Release

April 5, 2011

BULLDOG®: The Choice of America’s Military and Manufacturers *Cequent to Emphasize BULLDOG Brand*

PLYMOUTH, MI – Dealers and original equipment manufacturers looking for a hot brand, take note: Bulldog, the well-known trailer equipment brand famous for a strong line-up of jacks, couplers, gooseneck couplers, hitch balls and accessories, is getting a marketing boost from its parent company, Cequent Performance Products. The goal is to freshen the brand’s image and build consumer demand.

“We haven’t focused on marketing the brand much in recent years,” explains Todd Walstrom, V.P./G.M. of Cequent Performance Products Trailer Division. “Bulldog’s strength has kept it in a leadership position, but we don’t want to take that advantage for granted. This campaign is designed to remind consumers of what Bulldog is all about.”

The theme for the campaign, “The Choice of America’s Military and Manufacturers,” came about during the analysis of what Bulldog means to consumers and OEMs. “The trust that Bulldog has earned is important to consumers,” says Walstrom. “We know that if a consumer has a Bulldog product, they know from experience that it’s a rugged, dependable brand. We also know that OEMs who need a really tough piece of equipment choose Bulldog. This brand is selected by more military and manufacturing OEMs than any of our competitors.”

As for new customers, “It’s a powerful message to those who don’t have a personal experience of their own with Bulldog products.”

Key to the message is follow-through. “Delivering on that promise is, for us, the easy part,” says Walstrom. “The Bulldog brand is supported by truly extraordinary people. I’d stack our engineering and testing department against any in the business. The level of industry expertise and experience available makes almost any development project possible. That’s always been key to the selection of Bulldog as the brand of choice.”

The campaign will launch in the United States and Canada in April 2011. Marketing tools have been designed to reach consumers. “We’re rolling out a special icon for use in advertising and packaging that will link everything together,” says Walstrom. “These materials will also be available to OEMs and dealers.”

“The 2011 campaign will reinforce Bulldog’s ‘Tough and Trusted’ position with a strong message that supports people’s positive perception of the brand. A brand that is trusted enough to be used by the armed forces and by manufacturers whose reputations are on the line, will be the best possible choice for the consumer as well.”

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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Bulldog is a Cequent Performance Products brand. In the Cequent family of superior towing and trailer brands and beyond, Bulldog's reputation of uncompromising strength and durability is unmatched. It is the "Tough and Trusted" brand known for robust, rugged designs and heavy-duty materials since 1920.

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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 five strategic business segments: Packaging, Energy, Aerospace & Defense, Engineered Components and Cequent. 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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