



For Immediate Release

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Cequent Acquires Hitch Manufacturer in Brazil

PLYMOUTH, Michigan – Cequent Performance Products, a TriMas Corporation (NASDAQ: TRS) business, has expanded its global footprint and product portfolio and is now in the rapidly growing market of Brazil. Cequent acquired Engetran Engenharia, Industria, e Comercio de Pecas e Acessorios Veiculares Ltda on July 30, 2012. Headquartered outside of São Paulo, Engetran is a leading manufacturer of towing products including trailer hitches, skid plates and related accessories.

Cequent designs, manufactures and markets a broad range of accessories for light trucks, sport utility vehicles, recreational vehicles, passenger cars and trailers of all types. Products include cargo management and rack systems, towing and hitch systems, and trailer and electrical brake systems.

“We are excited to expand into Brazil and see tremendous opportunity to grow our entire product line of towing, trailering and electrical products in this emerging market,” said Tom Benson, President of Cequent Performance Products. “This acquisition allows us to leverage our full line of products in this rapidly growing market, as well as better support our global customers.”

Engetran is a market leader with hundreds of certified towing products that meet transportation regulations. Recent changes to regulations in Brazil enable all drivers to pull trailers, compared to the previous requirement of possessing a commercial driver’s license. “With a regulatory environment that is supportive of the use of towing and trailering products by the expanding middle class in Brazil, we see Engetran as uniquely positioned to participate in the growth of this sector,” said Paul Caruso, vice president of Towing Products and Business Development at Cequent Performance Products.

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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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