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For Immediate Release

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Cequent™ Hosts Annual Executive and Hitch Pro Conferences

PLYMOUTH, Mich. – Cequent™ Performance Products held its annual Executive and Hitch Pro conferences last month. The week-long event, which was held in Charleston, S.C., brought together distributors and Hitch Pro installers from across North America.

The Executive Conference took place September 24th-26th and was attended by CPP distribution partners. The Hitch Pro portion of the event took place September 27th-28th and was attended by CPP dealers and installers.

During the event, customers sat in on seminars hosted by CPP’s product managers. In addition to meeting face-to-face with the CPP team, attendees were able to provide their comments during a focus group session.

“Our annual conferences give customers the opportunity to see what we’ve got on deck for next year,” says Tom Benson, CPP President. “It also allows us to garner some feedback and talk candidly about what’s working and what needs improvement.”

The topics this year focused on the transition of the company’s Goshen facility to Reynosa and Juarez, Mexico, new products, and CPP’s expectations for 2014. This was the 27th annual conference hosted by the company.

“We look forward to these conferences because it gives us a chance to meet with long-time customers – it’s a bit like a big family reunion.”



The Executive Conference distribution partners



The Hitch Pro installers and dealers

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CEQUENT PERFORMANCE PRODUCTS, INC.

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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 more. Brand names include: Bargman®, Bulldog®, Draw-Tite®, Fulton®, Hidden Hitch®, Pro Series™, Reese®, ROLA®, Tekonsha®, Tow Ready® and Wesbar®. Cequent is a subsidiary of TriMas Corporation. For more information, 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 APEA and Cequent Americas. TriMas has approximately 5,500 employees at more than 60 facilities in 17 countries. For more information, visit www.trimascorp.com.

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Hi-res photos provided upon request.

Cequent’s website: <http://www.cequentgroup.com/Division/PPP/PerformanceProducts/>

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