

Cequent Headquarters Receives Major Renovation

PLYMOUTH, Mich. – Cequent Performance Products underwent a major facelift this summer. The company headquarters doubled its office space and updated existing areas.

While the address remains the same, the building has a new energy. Offices have large windows, cubicle walls have been lowered and multiple collaboration areas have been implemented – all of which provide a more open work environment.

“Our goal was to create a workspace that helps our team excel,” says Tom Benson, President of Cequent Performance Products. “We are using the upgraded space to promote a collaborative culture and inspire innovation.”

A new training facility, which can hold 200 people, has already been used for an international company product showcase and will be used for future customer and employee training sessions. The renovation has also furthered company philanthropies; a number of old kitchen cabinets and appliances were donated to Habitat for Humanity.

“The remodeling also allows for more community involvement, for example we have enough space for blood drives and to be a Toys for Tots donation center,” says Carol Doney, Events Manager.

The revamp to the CPP headquarters permits for consolidation of towing product development and engineering resources. It also complements the recent manufacturing and warehouse distribution changes that occurred earlier this year.



New Training Facility



One of many Collaboration Areas

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CEQUENT PERFORMANCE PRODUCTS, INC.

Headquarters
47912 Halyard Dr, #100
Plymouth MI 48170

101 Spires Parkway
Tekonsha MI 49092

1050 Indianhead Drive
Mosinee WI 54455



(800) 632-3290

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 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 Asia Pacific and Cequent Americas. 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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For more information, press only:

Christina Clarke, 734-656-1409, CClarke@CequentGroup.com

Hi-res photos provided upon request.

Cequent's website: <http://www.cequentgroup.com/Division/CP/PerformanceProducts/>

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