



(800) 632-3290

For Immediate Release

July 8, 2013

## Cequent Opens Master Distribution Center in Texas

**DALLAS, Texas.** – Cequent Performance Products (CPP), the leading manufacturer of quality towing products, recently expanded operations in Dallas, Texas. The new state-of-the-art distribution center began shipping in May of this year and employs more than 40 people.

The 24/7 operation, with in-house Customer Service Representatives, can seamlessly provide service to either coast in the United States and to Canada in as few as two days. It will serve CPP as its principal warehouse for redistribution throughout the Western hemisphere.

"The new facility is designed to handle traffic to our customers in both North and South America," says John Walsh, VP of Sales & Marketing at Cequent. "We are excited to have its efficiency and strategic location as we continue to expand our products and customer base in the years to come."

The facility has over 180,000 square feet and dock doors to accommodate up to 34 semi-trucks simultaneously. It uses a radio frequency tracking system for accurate order selection.

The energy efficient building opened on May 20th when the first package shipped. Craig Stull, who has been with the company since October 1999, is the facility manager. The distribution center located at 4445 Rock Quarry, Dallas, TX 75211.



The Dallas distribution center

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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  
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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 is a subsidiary of TriMas Corporation. For more information, visit [www.CequentGroup.com](http://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](http://www.TriMasCorp.com).

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Hi-res photos provided upon request.

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

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