

For Immediate Release

January 30, 2014

ACES/PIES Data Now Available

Dear Valued Customers,

Since 2008, Cequent™ Performance Products (CPP) has been using a third-party to populate and distribute ACES / PIES data for our brands. We are proud to announce that as of March 2014, CPP will bring this process in-house and all the information will be made readily available to our customers seeking this data via www.HitchPro.com or www.TowingProducts.net.

The data that CPP will be providing follows the AAIA (Automotive Aftermarket Industry Association) standards and is in .XML format. Each XML file has been compressed using WinZip to make the file smaller and easier to download. There are two methods of storing the vehicle application data, one by year range (ex. 1999 – 2005) and the other by individual years. We have chosen to use the year range method which is the growing trend.

What is ACES / PIES data?

ACES (AAIA Catalog Enhance Standard) is the standard that was established to standardize information for proper product selection and fitment. With ACES, suppliers can publish automotive data with standardized vehicle attributes, part classifications, and qualifier statements.

PIES (Product Information Exchange Standard) is the best practice for the management and exchange of product attribute information in the vehicle aftermarket industry. Following an industry standard is the first step towards data synchronization with channel partners which yields increased sales, shorter new product introduction cycles and lower operating costs through reduced order processing, invoicing, and shipping errors.

The current versions being produced are ACES 3.0.1 and PIES 6.5. As new versions are introduced, CPP will stay current and adjust accordingly. ACES / PIES data will be available every first working day of the month in full and incremental formats. At that time our customers can log into Hitch Pro and download any brand they choose under User Management and click on My ACES / PIES. In order to download this information, you must request authorization from Greg Sarkozi; these reports are not available unless you have registered with him.

If there are any questions or if you would like to request authorization, please contact Greg Sarkozi, Product Data Specialist. His contact information is as follows: email gsarkozi@cequentgroup.com, phone (734) 656-3148, Monday – Friday 7:30am - 4:00pm EST.

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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 6,000 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/CP/PerformanceProducts/>





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