



Special UMA 2011 News Update from TriMark Corporation

Featured Product

UMA Expo Preview Product Spotlight

TriMark understands the value of a great first impression. Often the first hand-on impression a potential owner or operator of buses or motor coaches gets is the door system. When they open the door they immediately know the attention to detail and level of quality they are in store for.

TriMark is one of the world's leading innovators, designers and manufacturers of heavy duty vehicle hardware. We provide a wide range of handles, latches, striker bolts, linkages and related system components of truly exceptional quality.

Flush Mount Paddle Handle



This flush mounted Paddle Handle is designed for a pull down luggage door and features a robust dual action paddle that can be used to open a large bus style door. The paddle and housing also have provisions to pull down and close the door.

Product details include:

- Large hand opening fits gloved hands
- Provides for single-point pivot plate and/or power lock actuation
- Non-handed paddle and housing can be installed in a wide range of locations in door – either horizontal or vertical orientation
- Handle can be keyed to match other TriMark RV door products with KeyOne Plus for a single-key

Visit TriMark in Booth 1031 at the UMA Motorcoach Expo 2011, January 19 – 23 in Tampa, Florida

Once again TriMark will be displaying a wide-range of innovative products developed for the Bus/Motorcoach and Mass Transit markets. On display will be a wide range of innovative products -- handles, latches, striker bolts, linkages and related system components of truly exceptional quality. You should know why so many OEM's think TriMark's door hardware door systems are "special!". From engineering concept through to the delivery of a finished product, TriMark is there with you every step of the way. Have a special product application challenge? The problem solvers at TriMark are ready to help! Stop by booth #1031 and see what TriMark can do for you.



In-line with its overall business strategy and based to a large degree on its comprehensive and well-accepted products for the RV industry, TriMark continues to broaden its aggressive expansion into the Bus and Motor Coach market. Several aspects of this growth market are similar to (RVs) such as chassis, baggage doors, entrance doors and rear engine covers. In addition, TriMark is expanding its product offerings to include ignitions, keyless entry, rear engine and handicap door latching solutions and compression locks. TriMark's willingness to customize and provide application engineering has already provided customers new solutions for their access needs.

Unlock Global Success

TriMark has acquired a global reputation for providing innovative access solutions for a variety of demanding customers. "Turn- key" solutions are achieved because we have dedicated teams of engineers capable of rapidly responding to your needs with hardware knowledge and expertise.

TriMark offers the right combination of products and services providing maximum flexibility to meet your tight lead-times for prototypes and production orders without expensive tooling and long lead-times. If you need a solution to safely, simply, and reliably secure a personnel or compartment door on your vehicle, improve your user interface making it easier for the operator, or you are simply looking for rugged latches, handles, hinges and other hardware the TriMark team can put our expert engineering, prototyping and quick-turn manufacturing resources and capabilities to work.



“This product has been designed for medium to heavy-duty bus and motor coach luggage doors where open and pull-down closing action is required,” states Bruce Borschel, TriMark Product Manager. “It is anticipated that the product will be available in two basic styles - full grasp design or conventional paddle.”

080-0400 CompOne™ Compression Lock



Once again TriMark will be utilizing the UMA Motor Coach Expo venue to showcase some exciting new “Access Solution” products for the Bus and Mass Transit industry. Our Featured Product – the 080-0400 CompOne Compression Lock – was shown at last year’s premier recreational vehicles show as a concept and was so enthusiastically received that we are using the 2011 UMA Show show to introduce the finished product to this market. This new product features TriMark’s KeyOne Plus locking system which allows for the operation of multiple onboard locking hardware with a single key or the option to key differently.

Because of TriMark’s position as an innovator in this market, we continue to focus development and engineering resources on providing global solutions which are available to the Bus and Mass Transit industry, rain or shine. “Quite candidly, we may be relatively new to this industry but our customers have really come to depend on us being there and we’ve demonstrated through this recent downturn that we are truly committed to this market,” states Bruce Boerschel, TriMark Account Manager for the Bus and Mass Transit market. “One look at the new and updated products we are featuring at UMA should send a strong message that we are moving forward in supporting our customers.”

Global Manufacturing and Engineering Services

TriMark’s Global Manufacturing and Engineering Services offer expertise, ideas, and resources for your product development projects saving your company time and money.



- Global application experts design systems and products so your customer's first and lasting impression is excellence.
- Engineering capabilities include ProE CAD, finite element analysis, mechanism/motion studies, prototyping and product validation and testing.
- No-worry logistics services keep supply lines consistent in the ever-changing business of equipment manufacturing.
- World-class manufacturing produces the highest quality product at competitive costs.
- Global locations provide for local customization and source of supply.
- World-class test facilities provide the next best thing to "real world" validation that designs will thrive in the toughest environments.
- Program/project management reduces the strain on your engineering.

One Key-One Vehicle

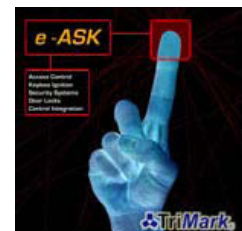
Gone are the days when convenience and security are mutually exclusive terms when describing key code requirements and single key access control. TriMark offers a single-key locking solution for the operation of multiple locking products. Our "One Key – One Vehicle" program is made possible with TriMark’s patented KeyOne Plus modular lock design that can be easily installed as the last step.



- **Easy** - Allows the OEM’s to line-sequence the key codes without ordering locks or hardware kits in advance of builds.
- **Complete** - locking program can include ignition locks and fuel caps in addition to cab and compartment doors facilitating key code coordination.
- **Quality** - Automotive-style lock features a high-quality shutter and perimeter waterproof seal reduces the infiltration of dirt and water into the lock
- **Secure** - Available in a wide variety of codes allowing flexibility in keying a unit alike. To protect overall security, KeyOne Plus can be keyed differently for each vehicle.
- **Serviceable** - Able to service or upgrade the lock offering OEM's and dealers the option to adjust the level of security and convenience or replace in the event of lost keys or lock failure
- **Convenient** - No disassembly of the product or door is required

e-ASK

You probably wouldn't buy a new car without remote power locking and the same applies to the Bus and Motor Coach industry. Increasingly, these vehicles are becoming sophisticated with OEM's incorporating many automotive-like aspects.



TriMark’s successful e-ASK (electronic Access and Security Keyless-entry) products include keyless entry,



TriMark is scheduled to participate in a full complement of shows in 2011. In addition to the upcoming UMA show (Booth 1031), TriMark will be participating in the APTA show later this year.



2011 UMA Motor Coach Expo
January 19-23, 2011
Tampa, FL.



2011 AUSA/ILW Winter Symposium & Exposition (AV)
February 23-25, 2011
Fort Lauderdale, Florida



NTEA - The Work Truck Show
March 8, 9, 10, 2011
Indiana Convention Center
Indianapolis, IN



ConExpo / ConAgg 2011
March 22-26, 2011
Las Vegas Convention Center
Las Vegas, Nevada

power latch release, keyless ignition/start and control of lighting, horns, sensors, and motorized actuators.

West Alloy – A Global Resource for TriMark

West Alloy is an important part of the TriMark Europe operation and we thought you might be interested in learning a little more about this TriMark resource and how the company complements the overall product offerings from TriMark Corporation, TriMark Europe, and TriMark China.



West Alloy Ltd was founded in 1952 as a manufacturer of zinc die-castings. During the intervening years West Alloy has evolved into a market leader for the design and manufacture of door locks, latches, window stays and associated hardware for many of the world's leading bus/mass transit, agricultural, construction and recreational vehicle manufacturers.

West Alloy Product categories include:

- Interior Latches
- Exterior Handles and Locks
- Complete Door Hardware Assemblies
- Remote Control Lock Assemblies
- Window Hardware
- Catches and Door Retainers
- Grab Handles
- Compression and Cam Locks
- Hinges

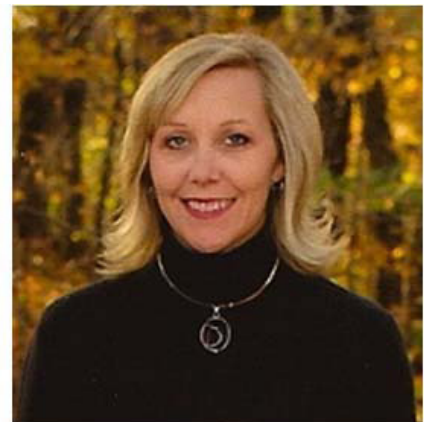
For more information visit www.westalloy.com and/or contact our customer service team on sales@trimarkeu.com (+44 1530 512460).

TriMark Corporation is an employee-owned company and is a recognized leader in the design and manufacture of quality hardware products for the recreational vehicle, agricultural, truck, construction, and enclosure markets. The TriMark corporate headquarters is located in New Hampton, Iowa, USA. TriMark serves the European market through its subsidiary, TriMark Europe Ltd, based at Bardon Hill, near Coalville, Leicester with its West Alloy division located in Sutton, Surrey, UK. The China market is served through TriMark Xuzhou. TriMark has been a valued partner supplier to Caterpillar for more than 30 years, in addition to other global customers, including John Deere, Volvo, Paccar, AGCO, Case New Holland, and Winnebago, who provide world class vehicles and equipment.

Meet TriMark's New Director of Global Quality Assurance

TriMark is delighted to announce the promotion of Kendra Knowlton to Director of Global Quality Assurance. Kendra is an 18 year veteran of TriMark and brings extensive experience in managing change across all areas of the company.

Kendra's experience includes internal ISO auditor, implementation of the document control portion of the ISO Quality standard, being a





APTA Expo 2011 (Transportation Show)
October 3-5, 2011
New Orleans, LA.



AUSA Annual Meeting and Exposition
(Armored Vehicle)
Washington Convention Center,
Washington, DC



Beijing International Construction
Machinery Exhibition and Seminar (BICES)
October 18-21, 2011
Beijing, China



National RV Trade Show (RVIA)
Nov 29-Dec. 1, 2011
Louisville, KY

charter member of TriMark's RISC (Rapid Improvement Superior Commitment) team, setting the direction and deployment of TriMark's Continuous Improvement efforts. Kendra completed her Six Sigma Black Belt training in September of 2003 and received the Tiger Award for Outstanding Performance. Working as a Black Belt for the past 7 years, she is passionate about continuous improvement of TriMark's business processes and systems. In addition, Kendra has led several process improvement project teams promoting the spirit of Lean, Kaizen and Six Sigma methods in both office and manufacturing environments.

Kendra's new responsibilities include leading TriMark's Global Quality Teams on a worldwide basis. Kendra will play a critical role in defining and leading the quality assurance strategy across all of TriMark's manufacturing locations in the US, UK and China. Kendra has a BA degree in Management from the University of Northern Iowa.

TriMark Announces New Sales Representative for Mexico and Latin America

TriMark Corporation is pleased to announce that Matt Haase is the newest addition to the sales team and will be representing TriMark in the Latin America/Mexico Regions. "Matt is an excellent addition to our knowledgeable sales team and we are excited to have his highly capable representation in the Latin America and Mexico regions," states Patti Knowlton, TriMark President. "We are truly excited to have Matt on board and working with TriMark customers in that part of the world."



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Please refer to our website www.trimarkcorp.com under the "contact us" button "Sales Rep Directory" for the listing of the TriMark technical representative in your area.

Contact Information:

TriMark Corporation
500 Bailey Avenue
PO Box 350
New Hampton, IA 50659

Toll Free: 1-800-447-0343
Phone: 1-641-394-3188
Fax: 1-641-394-2392

Visit us on the web at www.trimarkcorp.com



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Follow proper safety practices. If in doubt, consult a professional RV technician.