



TriMas' Cequent Group Selected For 2011 Ford Super Duty

BLOOMFIELD HILLS, Mich., Sept. 28 /PRNewswire-FirstCall/ -- TriMas Corporation (Nasdaq: TRS) - a diversified manufacturer of engineered and applied products - today announced that Cequent Performance Products, Inc. reached an agreement with Ford Motor Company to supply a patented cross bed towing system to be offered as an option on 2011 production Super Duty trucks.

Using designs from its REESE® Signature Series fifth wheel and gooseneck hitch family, Cequent customized a unique frame mounted cross bed towing system designed for towing gooseneck and fifth wheel style trailers. Using a patented "drop in" gooseneck hitch ball or the patented, customized fifth wheel hitch, users can now pull trailers up to 25K pounds (depending on rated vehicle capability) using a system that is integrated with pickup trucks built at the Ford Kentucky Truck Plant factory.

Cequent's REESE brand is the leading name in heavy duty fifth wheel, gooseneck, weight distributing and sway control systems designed for pulling recreational vehicle, utility, horse/livestock, cargo and construction trailer applications. For almost 60 years, REESE products have offered design features and distinctive looks that have great functionality and a very high acceptance in the towing and trailering market.

"The combination of Cequent, the leader in the towing industry, and Ford, the nation's leading truck producer, complements each company's existing strengths and provides customers the best product offering available in the market place," says Tom Benson, President of Cequent Performance Products. "It has long been our goal to work with manufacturers to make towing trailers easier. Integrating a specially designed under bed cross member allows for specific integration with the truck frame and a secure towing experience."

About Cequent

Cequent is a leading designer, manufacturer and marketer of a broad range of accessories for light trucks, sport utility vehicles, recreational vehicles, passenger cars and trailers of all types. Products include cargo management and rack systems, towing and hitch systems, and trailer and electrical brake systems. Cequent draws upon a more than 100-year-old heritage of superior cargo management and recreational accessory brands, including: ROLA®, Highland®, The Pro's Brand®, Draw-Tite®, Reese®, Hidden Hitch®, Fulton®, Wesbar®, Bulldog® and Tekonsha®.

About TriMas

Headquartered in Bloomfield Hills, Michigan, TriMas Corporation (NASDAQ: TRS) provides engineered and applied products for growing markets worldwide. TriMas Corporation is organized into five strategic business segments: Packaging, Energy, Aerospace & Defense, Engineered Components and Cequent. TriMas Corporation has approximately 4,000 employees at 70 different facilities in 11 countries. For additional information, please visit www.trimascorp.com.

CONTACT: Sherry Lauderback
Vice President, Investor Relations & Communications
(248) 631-5506
sherrylauderback@trimascorp.com

SOURCE TriMas CorporationM