

A grayscale image of a car's front wheel and tire, partially obscured by a thick orange and white curved graphic element that separates the top blue section from the bottom dark section.

# 2011

## NEW PRODUCTS

Exceeding Customer Expectations In Everything We Do



## Booster Cables

### No matter the vehicle ... Or the situation ... **Juice™ Performance Cables are a Cinch!**

Our selection just tripled! Industrial users can now take advantage of our superior Cinch-Lock™ clamps by choosing from our selection of **100% Copper Cables**. Whether your application is commercial grade vehicles, farm or you just want the confidence of a quick jumpstart, Juice™ Performance Booster Cables now offers a 100% Copper alternative in four of our top selling products.

Do you live in the northern climate and often experience sub-zero weather conditions? You'll find the Juice™ **Extreme Weather** cables the perfect match. Designed to excel in temperatures as low as -40°F / -40°C these cables feature superior insulation allowing the cables to easily flex in frigid temperatures. Find an Extreme Weather alternative in all five Juice™ Performance booster cables.

### 100% Copper Booster Cables

- Perfect for heavy duty applications
- Increased conductivity improves performance in less time
- Great farm, ag and commercial product

### Extreme Weather Booster Cables

- Heavy duty insulation improves performance for temps as low as -40° F / -40°C
- Perfect for northern climates
- Includes English/French packaging for our friends in Canada



## Simple, Safe and Ultra Secure

The most secure clamp on the market continues to provide consumers with the confidence they need to safely jump start a dead battery. Featuring Cinch-Lock™ clamps that are 400% easier to open and close and provide 300% more clamping force, Juice™ Performance booster cables provide a safe, effortless jump start solution. Add up to 25% more amperage than the competition and your consumers will find Juice™ Performance is the ideal booster cable for their job.



## Winter Promotions Maximize Sales

Frigid temperatures often result in dead batteries. Drive your sales this season with our promotional pallet topper display. Set it on top of any anti-freeze or windshield solvent pallet and instantly drive incremental sales and profits!





## Cool Thinking For A Hot Category

GoGear® brings innovation to product, packaging and merchandising — making GoGear® the coolest choice in sun protection.

### QuickCling™ Innovation

Suction cups can be a real pain. Especially on sunscreen shades that often need repositioned. The sun isn't always in the same spot. QuickCling™ Sunscreens make moving your shade from one location to another effortless. Utilizing electrostatic energy, GoGear® QuickCling™ shades effectively adhere to your window by simply placing and smoothing the shade against the glass.

**Just press and it sticks. Nothing to adjust.  
No marks. Nothing is as easy to use!**

And when not in use, QuickCling™ Sunscreens roll up to a small size for storage in your center console, glovebox or door pocket.

SP2603041

### Corner QuickCling™

It never fails, you're driving down the road and that pesky sun has found its way through the side window and right into your eyes. Wouldn't it be great to have a small sunscreen you can place in any corner of your window, easing your frustration and improving your driving experience? The GoGear® Corner QuickCling™ is just the solution. Primarily designed for the driver and front passenger windows, this handy product adheres using our electrostatic energy (no suction cups required). Place it right in line with the sun's rays. Easily move the shade if needed.



- Filters sun and glare from any corner
- Easy to use, just place and press
- Decreases driver distraction



SP280804R

### Rear Window Sunscreen

- Keeps backseat passengers cool and comfortable
- Pops up to use, collapses down to store
- Secure suction cups keep shade firmly in place

**Better Performance. Better Protection.**



## For Your Mobile Life

GoGear® is a market leading automotive brand of products designed to give consumers the three things they want most: comfort, organization, and convenience. These three consumer needs are fulfilled through high quality products and innovative designs. That innovation comes in both product design and packaging. By solving specific consumer needs, and using powerful point-of-purchase packaging and promotions, GoGear® grabs your attention and delivers top quality, consumer-preferred products.

VSR

### Visor Organizer

- Multiple pockets organize small items
- Pen holder keeps one handy
- Rugged Ny-Max™ material for long-lasting durability



UNDERORG

### Under the Seat Organizer™

- Extra storage, never in your way
- Conveniently organize essentials with pockets, divider and straps
- Ideal for open spaces below seats
- Rhino-Grip™ nonskid bottom keeps organizer in place

*The Under Seat Organizer™ keeps all your essentials organized, controlled, and off the floor.*



BACKRORG

### Back of the Seat Organizer™

- Quick organization at your fingertips
- Multiple pockets for easy access
- Hangs securely from headrest
- Umbrella and tool holders

This multi-functional organizer keeps your vehicle in tip-top shape. For truck owners, it's perfect for behind your rear seat. Keep your flashlight, jumper cables and small tools handy, but out of the way. SUV owners will find this organizer useful in the cargo area. Or hang it from the back of your front seats, providing rear seat passengers easy access to games, activities, tissues, snacks, etc.



## AUTOVAC Bagless Vacuum™

- Professional In-Line Design — *For Superior Cleaning Power!*
- Built-In Blower Feature — *For Complete Detailing!*
- 120 Volt Corded — *Won't Lose Power!*

## Total Interior Cleaning



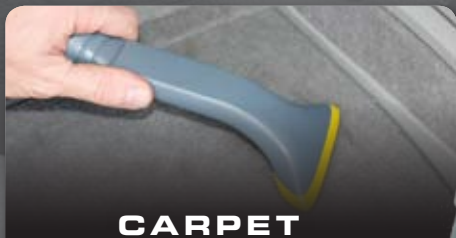
**BLOWER**



**CREVICE**



**CONSOLE**



**CARPET**

# 25%

**MORE AIR FLOW**

*Means More Cleaning Power*



**TurtleWAX** Also Available



**SUPERIOR AIR FLOW!**

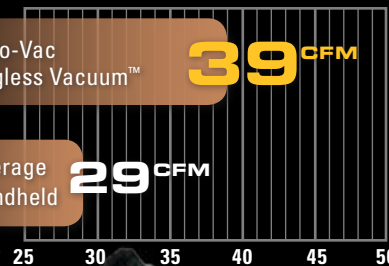
## BETTER BY DESIGN

Minimal resistance design allows air to flow more freely for more cleaning power.

**Air Flow CFM (cubic feet per minute) Comparison\***

Auto-Vac Bagless Vacuum™ **39 CFM**

Average Handheld **29 CFM**



\* Independently Verified



Tools Included

# SOFTOOLS™

ADVANCED CLEANING TECHNOLOGY

BETTER • STRONGER • FASTER • CLEANER

*Sof-tools™ combine on-board detailing “tools” with premium microfiber materials... taking each stage of auto detailing to a whole new level!*

## TUF-SPOT™ SCRUBBER MITT

Integrated Blade gently removes bugs, road tar & tough surface dirt



## DUST-OFF™ DETAILING TOWEL

Integrated Sof-Brush sweeps away dust & dirt



## DRIP-STOP™ DRYING TOWEL

Integrated Stiffener stops drips before they happen



## CLEAN-SEAM™ POLISHING TOWEL

Integrated Wedge removes wax & dirt from between seams



90061

## Dial & Spray

6-Pattern Car Wash Nozzle

- Rear dial pattern adjustment keeps hands dry
- Integrated bucket clip feature
- Completely over-molded with spray trigger lock



90062

## Trigger-Jet™

3-Way Spray Nozzle

- Quick & easy power washing
- Fan and jet sprays with rotating tip





# Maximum Durability... Superior Ergonomics

## Loaded with performance enhancements, our Endurance™ Professional Wiring Series sets the new standard for quality

The Endurance™ family of products has proven to be highly successful, commanding strong point of sale performance and excellent consumer purchase satisfaction. Our customers have benefited from increased average ticket rings and margins. The product line consists of 18 SKUs representing today's most popular connectors.

- Over-built attachment points, hinges and lids with elevated weather resistance for increased durability
- Larger, more intuitive grips for connecting and disconnecting convenience
- Professional Series packaging stands out in the plan-o-gram, highlighting key product features and benefits and the industry's best 3-year warranty



48510  
Trailer Side 7 RV Blade

- Zinc die-cast housing for improved durability and value
- Easy-pull grip makes hitching and unhitching a snap
- Includes mounting bracket and terminal grease for improved weather resistance and storage when not in use
- Tin-plated terminals to prevent corrosion

## Endurance™ LED-Test Flex Adapters

- Provide for greater flexibility, turning radius and ultimate protection from daily use
- Integrated LED test lights confirm vehicle wiring continuity
- Easy-pull grips make hitching and unhitching a snap
- Integrated dust covers protect from the elements



47320  
6 Pole Round to 4-Wire Flat

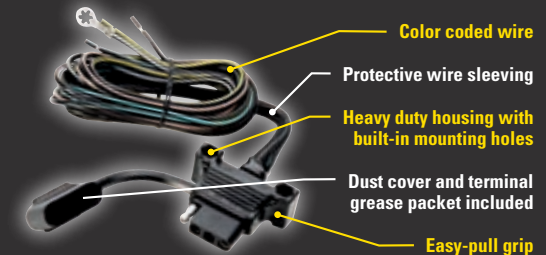
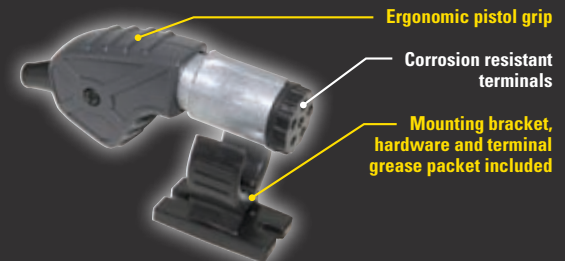
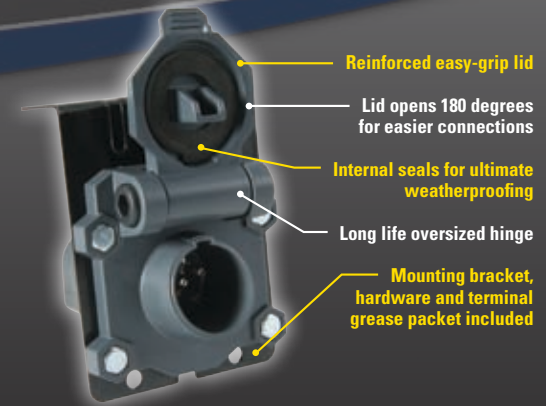


47340  
7 RV Blade to 4-Wire Flat



47390  
7 RV Blade to 5-Wire Flat

# ENDURANCE™ PROFESSIONAL WIRING SERIES





## Specialty Adapter Expansion

Multiple vehicle and trailer combinations exist in the marketplace. Hopkins® Plug-in Simple!® adapters take the guesswork out of vehicle to trailer wiring combinations. For 2011, we are introducing 4 new specialty adapters giving you the most comprehensive selection in the industry.



47425  
7 Pole Round to 7RV Blade



47445  
7 Pole Round to 6 Pole Round



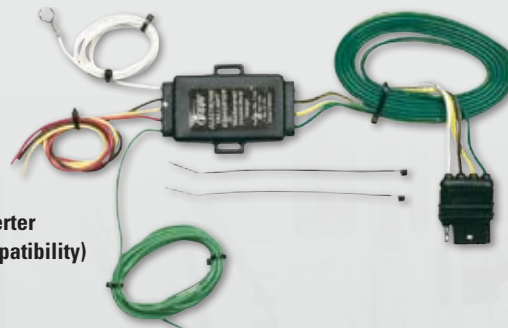
47043  
7 RV Blade to 4 Pole Round Flex-Coil Adapter



47053  
7 RV Blade to 6 Pole Round Flex-Coil Adapter

## LED Compatible Taillight Converter

A growing number of tow vehicles are now equipped with LED taillights. Upgrade to the Hopkins® LED Compatible Taillight Converter. Works with both incandescent and LED taillights, making it the right converter for more consumers.



48895  
Taillight Converter  
(with LED compatibility)

## Tow with confidence... with a Hopkins® trailer brake control.

As a leader in trailer braking, Hopkins® realizes a brake control that is powerful, yet simpler to operate is a better brake control. That is why we are pleased to announce further design advancements with our family of brake controls.

- Control buttons that give the user a better understanding of how the brake is sending power to the trailer
- Easy to read LED lights or Digital displays
- Vertical, manual brake that conforms to the drivers reach for the brake control



47294  
AGILITY™



47235  
IMPULSE™



47225  
BRAKE-FORCE™



## Break Through The Thickest Ice

### Ice Ripper Family Expands

One of our more popular families of products just got larger. The new Ice Ripper™ Scraper with foam comfort grip makes its debut appearance. Combined with the Ice Ripper™ Snowbrush or Ice Hammer™ Snowbrush, your consumers will have an aggressive middle price point family of snow tools to choose from. Increase sales by “trading up” your consumer to the more aggressive, capable Ice Ripper™ family.

16250

#### Ice Ripper™ Scraper

- Built-in ice chippers break up tough ice
- Wide blade easily clears heavy frost
- Cushioned grip is comfortable to the hand when scraping

Ice chippers for extreme conditions

Side chippers break up thick ice

Reinforced blade for quick and easy frost and ice removal



## Safety Through Driver Awareness...

Today's vehicle size and styling create blind spots making it difficult to see what is behind your vehicle. The new nVISION® Wireless Back Up Sensor is the perfect answer. Using the latest in ultrasonic sensor technology, this back up sensor system helps protect your vehicle and prevent damage. Any object is quickly detected to give the driver enough warning to stop the vehicle before an accident occurs. The system even shows you where the object is. Now you can back your vehicle with confidence – EVERY time!



20195VA-CL-EN

### Wireless Back-Up Sensor

- Specifically designed for Cars, Trucks, Vans and SUV's
- Detects objects up to 6 feet away
- Compact LCD display shows exact distance and location of an object
- Wireless installation from bumper to the dash of the vehicle
- Sensors simply attach to bumper

**BETTER PRODUCT, LOWER PRICE!! —**

***Backing your vehicle has never been easier!***



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