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For Immediate Release

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Hopkins Wins Product Showcase Award at AAPEX 2013

Emporia based Hopkins Manufacturing earned the top innovation award at the 2013 Automotive Aftermarket Product Expo (AAPEX) held this week in Las Vegas.

Pre-registered buyers for this year's showcase cast nearly 5000 votes and recognized the Hopkins Towing Solutions® - Smart Hitch™ Camera and Sensor System as the best new product.

The Smart Hitch is an easy to use backup camera with two separate modes. In hitch mode, the built in guiding system allows you to easily align hitch ball to the trailer coupler every time. No more hassle in hooking up a trailer. Now it can be done without assistance... sure to save marriages across the country.

When not towing, simply switch the monitor to everyday mode and experience peace of mind while backing with a 3.5 inch color monitor for optimal viewing and SmartZone™ Sensors that give the driver an audible alert when it detects objects behind the vehicle.

Installation is a breeze, because the Smart Hitch simply plugs directly into the existing vehicle towing connector.

On hand to accept the award was Mike Williams, Hopkins Chief Marketing Officer and Dan Scheller, Marketing Director for Towing products. "This award reflects the professionalism and efforts of our entire team," said Williams. "It is very gratifying that Hopkins has again been chosen for the most innovative product in our industry.

"We're excited about this product." added Scheller. "We know that hitching up to a trailer is not an easy task, and we wanted to solve that problem." This is a true win for Hopkins, our retail customers and consumers alike."



The Smart Hitch™ Camera and Sensor System continues to get five star ratings and can currently be found at Amazon, Camping World, E-Trailer, Northern Tool, TSC Canada, Stag Parkway and Coast Distribution.

The Automotive Aftermarket Product Expo (AAPEX) is the largest annual automotive trade show, drawing more than 100,000 buyers from across the globe. Their awards are regarded as the most prestigious in the industry. In 2011 Hopkins earned the top Marketing award for innovative packaging as judged by a panel of international retailers and experts from the Institute of Packaging Professionals.

Hopkins, based in Emporia since 1953, is the #1 seller of towing electrical, winter snow and ice tools and vehicle cleaning products in North America. You can learn more about Hopkins and all of their leading brands at www.HopkinsMfg.com.

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