2019 NEW PRODUCTS PREVIEW

WHAT DRIVES US, DRIVES YOUR GROWTH
A SIMPLER AND MORE REWARDING TOWING EXPERIENCE™

THE FUTURE HAS NEVER BEEN BRIGHTER

BRINGING TWO MARKET LEADERS TOGETHER UNDER ONE BANNER

FORMING NORTH AMERICA’S #1 TOWING ELECTRICAL BRAND

- Consumer Tested, Consumer Approved
  - New, best-in-class retail packaging addresses key shopper issues

- Unmatched, Integrated Consumer Support Solutions
  - From the web, to the store, to toll free expert technical support

- Fully Integrated Product Innovation
  - Strategies to fuel consumer satisfaction and future category growth
BLAZER® LIGHTS THE WAY!

SERIOUS TECH
SERIOUS FUN

LIGHTING THE WAY TO ADVENTURE

20” LIGHT BARS WITH
ADDED FUNCTIONALITY

4D Optics
Added light where you want it with 44% wider beam pattern

Off-Road Tough
Durable lighting that is weatherproof, dust-proof, rust-proof and shake-proof

RF Interference
Shielding
Compliant components eliminate problems with EMI Static

Wind Noise
Elimination
Housing with integrated noise reducing design

20” LIGHT BARS WITH
ADDED FUNCTIONALITY

CWL520 - 3IN COMBO
CWL522 - HILUMEN
CWL522 - 3IN COMBO
CWL522 - HILUMEN
SMARTSTOP™ INFLATORS

KNOWLEDGE TO BE SAFE

• SmartStop™ Technology
  - Countdown timer estimates and displays remaining fill time for any size tire
  - Automatically shuts off at the selected pressure
  - Truly the knowledge to be safe

• Performance Guaranteed
  Backed by a lifetime warranty

• Logical Progression of Features
  Broad portfolio of inflators to meet various shopper needs

SMARTTIP™ GAUGES

GROW YOUR BUSINESS WITH A FAMILY THAT’S WELL CONNECTED

• SmartTip™ Technology
  Engages inside the valve core

• Better Connections
  Gives 15° of flexibility for a more secure air-tight connection

• Features for Everyone
  Pencil, digital or back-lit display, our family can meet your shoppers every need
KEEP EM’ ROLLING
WITH OFF ROAD SEALANTS

TIRE SEALANTS
STAY ON THE ROAD EVEN WHEN OFF THE GRID

- Faster, Easier Repair
  No need to remove the valve core

- Drive Safely at High Speeds
  Virtually eliminates tire vibration

- Advanced Nano Technology
  Non-toxic particle based formula

Keep Driving Higher Satisfaction for Your Shoppers
A NEW LEVEL OF DETAILING
TO BOOST CLEANING SALES

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DUO-WIPES
MULTI-PURPOSE DETAILING WIPES™

ATTRACT NEW SHOPPER SALES AND DRIVE EVERYDAY DOLLAR PROFITS

- Exclusive 2-Sided Design
  Dual-Matrix technology scrubs and cleans all interior surfaces
- Made for BIG Jobs
  New XL size wipes are 50% larger than traditional wipes to scrub tough spots and wipe more surfaces clean
- Grab & Go Canister
  Exclusive design with built-in grip

Innovation That Drives Everyday Segment Sales and Promotes Category Growth
ENHANCING THE USER EXPERIENCE AND PROFIT POTENTIAL

WASH, SHINE & PROTECT

EVERYDAY CLEANING SALES

WASH-BRIGHT™ FOAMING CAR WASH + PROTECTANT

CORE CATEGORY SOLUTION THAT IS FULL OF FEATURES, PERFORMANCE, AND VALUE

- New Anti-Static Technology
  Exclusive 3-in-1 formula repels dust and keeps your car cleaner longer

- Long Lasting Clean
  Helps maintain your car’s clean shine over time

Proprietary Polymer Cleans, Shines, and Protects Everyday Segment Profits
NEW INNOVATIVE SOLUTIONS FOR SEGMENT SALES

LEATHER CARE
PRODUCTS AND ACCESSORIES

LEATHER LIFE
ULTIMATE LEATHER CLEANER AND CONDITIONER

PROFESSIONAL FOAM CLEANING GENTLY SURROUNDS AND LIFTS GREASE AND DIRT

• New Foaming Formula
  Surrounds dirt and penetrates to condition on contact and leaves a gentle leather fragrance

• Integrated Soft Touch Brush Cap
  Helps massage foam into seams and stitching for a deep clean with a non-greasy finish

Innovative Solution Helps Pull in New Shoppers and Stimulate Incremental Core Segment Sales
BOOST PROFITS
WITH INNOVATION

VENT CLIP BOOST™

GROUNDBREAKING SCENT-TOUCH TECHNOLOGY

• Multi-Function Air Freshener
  Powered with a built in heat source to release a fine mist of continuous fresh fragrance

• Combat Unwanted Odors
  Groundbreaking delivery system tailor made to control fragrance levels and get rid of odors

VENT CLIP SURFACE™

DON’T LET HIGHER SALES SLIDE AWAY

• Shoppers Want Sleek and Freshness
  Refreshing an old style of dashboard vents with a new hidden and innovative design
PICK UP SALES WITH POPULAR DESIGNS

WE LOVE VARIETY AS MUCH AS YOUR SHOPPERS DO

• Personalize any Vehicle
  Give shoppers more choices

• Powerful, Yet Gentle Solutions to Unwanted Odors
  Each with active odor elimination technology

• Fill the Car With Continuous Fresh
  New long lasting fragrances with essential oils, gentle enough for pets

Fresh Thinking From The Most Trusted Brand in Odor Elimination

* Fragrances limited to specific designs
CATCH THE WAVE & FULFILL CUSTOMER’S NEEDS

DEF IS THE FASTEST GROWING PERFORMANCE CHEMICAL

- Fits DEF Filler Ports
  Unique design allows access from any angle for hands free pouring
- Prevents Cross Contamination
  Task-Specific funnel geared directly toward DEF applications
- Pour With Confidence
  Integrated Splash Guard and speed channels allow quick, clean and easy pouring

Drive Market Basket Growth With the Addition of the DEF Funnel™
EXTREME TOOLS
FOR EXTREME WEATHER

52” AVALANCHE™
EXTREME SNOWBROOM

AVALANCHE™ EXTREME SNOWBROOM DELIVERS EVERY FEATURE DRIVERS NEED TO BATTLE THE HARSHEST WINTERS

• TPE Rubber Grips
  Dual ergonomic grips provide maximum control and comfort

• EVA Foam Pivoting Broom Head
  No-scratch EVA foam squeegee and thick bristles quickly remove snow and moisture

• Aggressive Avalanche™ Scraper Blade
  Breaks through thick ice and frost quickly
SOME THINGS CHANGE

WHAT DRIVES US, DRIVES YOUR GROWTH

SOME NEVER CHANGE