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FOR IMMEDIATE RELEASE

### **BLAZER® Celebrates 50 Years of Excellence**

Blazer International, a proud member of Hopkins Manufacturing's growing stable of brands is marking its 50<sup>th</sup> anniversary. Its deep roots in the automotive auxiliary lighting category, the brand was founded in 1970 setting it on the trajectory to become the industry leader it is today. For five decades, BLAZER® has advanced and delivered vehicle lighting solutions to heavy-duty trucks, farm/ag, and performance, commercial and off-road enthusiasts.

“We have a proud five decades of Blazer innovation, performance and dependability. As we turn the calendar to 2021, we are bringing a fresh look to the brand with significant lighting innovations. The bold look and elevated performance of our new High Definition Series continue to build in the powerful legacy of the Blazer brand”, said Mike Williams, Chief Marketing Officer for Hopkins.

The one thing that will not change is our brand promise that Blazer “*Lights The Way*”, a promise we will keep with innovative solutions for off-road and warning light products.

#### **About Hopkins**

Headquartered in Emporia, Kansas, Hopkins is a leading manufacturer, marketer and distributor of quality, innovative specialized towing products and functional accessories for the automotive and recreational vehicle aftermarkets. Hopkins acquired the Tiger Accessories Group in January 2018, including the Blazer auxiliary lighting products, the Detailer's Choice vehicle cleaning tools and the market leading trailer lighting range.

Hopkins markets its products under a number of well-recognized brand names, including: Hopkins Towing Solutions® Trailer Wiring, Lighting and Brake Control Products; The Detailer's Choice®, Carrand™, AutoSpa™, Tanner's Select®, Pacific Coast™, Rain-X® and OXICLEAN™ Vehicle Cleaning Products; Mallory® Squeegees; FloTool® Fluid Management Products; Bell®, Body Glove®, Mossy Oak® and David Gonzales® Interior Accessories, Victor™, Monkey Grip™ tire repair, RoadSport® splash guards and GoGear® Vehicle Accessories; SubZero® and Mallory® Snow & Ice Tools; Brake Buddy® RV Tow Braking Systems; Blazer® Auxiliary Lighting; nVISION™ Vehicle Safety Products; ARM & HAMMER™ and DUO™ Automotive Air Fresheners; and Juice Performance™ Booster Cables.

Founded in 1953, the company has been guided by the philosophy that its products will deliver meaningful innovation, performance and value to the consumer. Hopkins has North American

manufacturing and distribution in the US, (i.e., Kansas and Oklahoma); in Canada in Blenheim, Ontario and in Mexico in Juarez, Chihuahua. For more information on Hopkins, visit its website at [www.HopkinsMfg.com](http://www.HopkinsMfg.com).