



For Immediate Release

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Couplemate Trailer Parts Wins Prestigious SEMA Global Media Award for Product Innovation for its New SUV STEP

November 30, 2010, Reno, Nevada – At the recent major Specialty Equipment Market Association (SEMA) Show in Las Vegas, Nevada, Couplemate of Australia and its North America headquarters took home a major win and recognition with a prestigious **Global Media Award** for its all-new SUV STEP, which made its official worldwide debut at the show.

The awards are exclusively selected by an impressive mix of highly respected North American and international automotive news editors and media judges. Henry Pierni, director of AutoZulio media of Maracaibo, Venezuela who nominated the SUV Step for the award, said, “With this harmonious product of great design, it is a way of giving your hitch a second use, which is good for easily climbing to the cargo area of your truck or SUV if you are going to carry luggage. In Venezuela, this kind of product is well liked, simple but functional, which is good and provides a better use for our trucks, while also adding an important element of style.”

Added Couplemate President Steve Wotherspoon, “The SUV STEP has a great pedigree and follows in the Couplemate Trailer Guide tradition as both an industry innovator and a recognized award winner. We are all extremely pleased by this notable recognition made by leading journalists, especially at the very outset of our new product launch. It confirms to us that the product has strong consumer appeal and what we anticipate will be solid demand in the international and North American marketplace.”

The SUV STEP is a smart and practical new innovation designed to provide convenience and support for trailer owners, while serving as a safety precaution to help prevent potential risk or injury. The SUV STEP is a removable, non-skid platform that installs directly onto the towbar when the trailer is not underway, allowing owners to easily access heavy or high payloads in the rear of the SUV

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or other towing vehicle. The SUV STEP may be retrofitted on all existing Couplemate base plates, while a brand new heavy duty edition is now available with a beefy 5500 lbs to 7700 lbs capacity.

Available in polished aluminum or electro-gal black, the SUV STEP is also packaged with the heavy duty base plate, a 2" tow ball, and with locking pins to prevent theft. It also has a World Wide Patent Pending. MSRP is estimated at \$199 US.

Added North American Sales Manager Laurie Pedrick, "We are very pleased by the initial positive response of retailers and consumers alike to this product and expect it will have wide appeal to trailer owners in all market segments including automotive, RV, commercial and marine. Anyone who has ever once had to struggle with accessing equipment or gear from their vehicle with a trailer in tow will immediately appreciate the obvious benefit of this clever new product offering."

Couplemate Trailer Parts is now corporately represented in the U.S. and Canada, and is no longer affiliated with, or distributed by, Durasafe, Inc. or Kickerfish Industries. Durasafe also no longer sells or represents the original Couplemate Trailer Hitch, also known as "The Marriage Saver."

For more information about Couplemate Trailer Parts, visit www.couplemate.com

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MEDIA NOTE: For editorial testing/evaluation units of the SUV STEP, or a high resolution photo of either the SUV STEP OR the awards presentation to Couplemate executives by SEMA, contact wanda@kentonsmithmarketing.com; SEMA GLOBAL MEDIA AWARDS WINNER logo attached and authorized for editorial reproduction