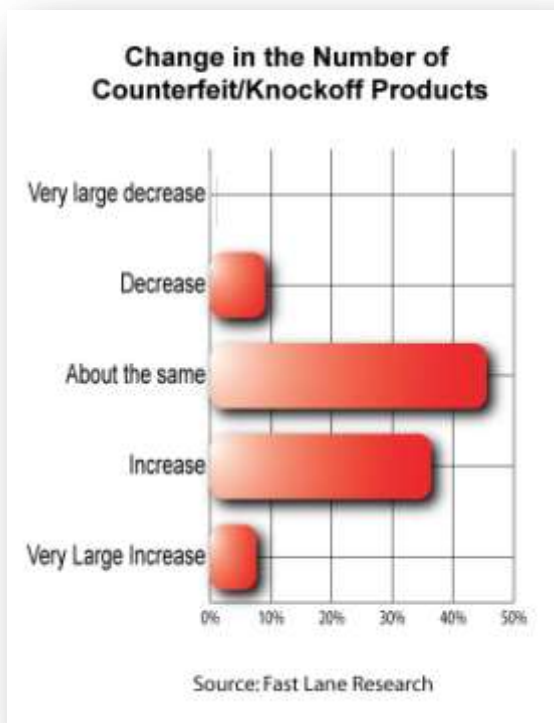


INDUSTRYNEWS

FLRNews – Issue No. 26

Industry Competitive Landscape Continues To Change

We all know the competitive landscape in the automotive performance parts and accessories industry has changed. The recession and the increase in products from emerging markets have had a profound effect on the industry. Bankruptcies, mergers and acquisitions have decreased the number of traditional competitors, at the same time startups from emerging markets have brought a new breed of competitor.



Based on a survey fielded by Fast Lane Research, we find that on average, the number of direct competitors has stayed about the same over the past year. While 53% of industry manufacturers indicate that they face about the same number of direct competitors, 22% have seen an increase and 23% have seen a decrease.

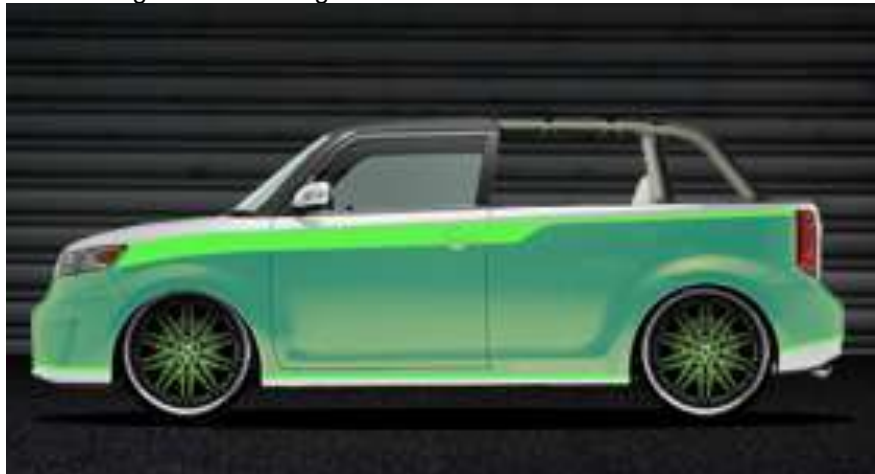
At the same time, the number of indirect competitors has inched up just a little. With 60% of manufacturers saying they have the same number of indirect competitors, 18% indicating there are less and 22% seeing more.

The areas that really indicate that the market has changed are the number of products being offered by competitors, the level of product quality from competitors and the number of knockoff of company products in the marketplace. One-in-four manufacturers have seen an increase in the number of products their competitors offer, while 27% see decreasing product quality from competitors. At the same time, 44% are aware of increased numbers of knockoffs of their company products being offered.

Scion Car Customization Competition For US Military Personnel

On June 16, Scion announced that it has launched a unique car customization challenge strictly for active duty military personnel. The "Battle of the Builds" contest will tap into the creativity, teamwork and can do attitude of today's U.S. Military and challenge them to design a customized Scion xB.

On May 3, teams of dedicated service members were offered the chance to describe their vision of how they would customize a Scion xB based on a \$15,000 budget. A total of 25 semi-finalists were selected and their proposals can be viewed on www.BattleOfTheBuilds.com. Scion now needs your vote to select the finalists.



Now through June 30, military personnel as well as civilians will have the opportunity to vote for their favorite customized Scion xB by visiting www.BattleOfTheBuilds.com.

The three finalists will be announced on July 6 and will receive use of a Scion xB and \$15,000 to make their vision a reality. Teams will have approximately 12 weeks to complete their build project.

One car will be selected as the Grand Prize winner, and the team will be invited to the 2010 Specialty Equipment Market Association (SEMA) Show in Las Vegas to showcase their modified xB in the Scion booth.

"Scion knows and appreciates the job our military does every day," says Jack Hollis, vice president of Scion. "Members of our military work as a team and have unmatched technical and mechanical skills. This contest is designed to let our service members showcase these talents in a fun and exciting way. Creating a design competition especially for the military is one of the ways Scion thanks and salutes our country's finest."

To support U.S. troops, Scion is working closely with Morale, Welfare and Recreation (MWR) of the Army, Navy, Air Force, and Marine Corps commercial sponsorship units and base Auto Skills Centers. Full contest details can be found at www.BattleOfTheBuilds.com.

Car enthusiasts, team supporters, and other interested parties can register on the Battle of the Builds website (www.BattleOfTheBuilds.com) to cast a vote for their three favorite designs between June 16 and June 30. During the voting and build phases, the program can be followed on Scion's Facebook page (www.facebook.com/scion) and at www.BattleOfTheBuilds.com.

About MWR. Morale, Welfare, and Recreation (MWR) is a Services-wide, comprehensive network of support and leisure programs and services primarily designed to enhance the experience and improve the quality of life of our uniformed service members, their families and military retirees. MWR professionals worldwide strive to deliver a wide range of quality programs, services and events ranging from family, child and youth programs to athletics, recreation, entertainment, and auto skills activities. Whether it be at a stateside or overseas base, on board a ship deployed to the Arabian Gulf, or on the battlefield half a world away, MWR is proud to serve the needs, interests and responsibilities of the entire military community for as long as they are an part of the military.

SOURCE Scion

Gender Differences In Vehicle Registrations

TrueCar.com has released its second in a series of automotive industry demographic studies, this time turning its data lens on gender differences in auto registrations.

TrueCar's study was based on more than 13 million actual vehicle registrations, covering the last two years. Additionally, TrueCar.com was able to identify current discount percentages for each of these makes and models.

In looking at the gender of the name on the registration alone, and not driver or decision maker, the data show that more men than women - at a rate of 64% to 36% - register vehicles in the U.S., even though females make up 51% of the U.S. population, according to the U.S. Census Bureau.

"We were surprised to see that there is still a sizable gender gap when it comes to vehicle registrations," said Jesse Toprak, Vice President of Industry Trends and Insights. "Of the more than 200 models we examined, only nine were registered by more woman than men and none of the brands had a registration rate that was higher for women."

Some of the key findings of the TrueCar.com study include:

- The brand with the highest percentage of female registrations was Kia (45.8%), followed by Suzuki (44.2%) and Mini (43.9%). There were 10 total makes with female ratio of over 42%, including Subaru, Hyundai and Volvo, which are all brands known for safety and/or value.
- The highest percentage of male registrations included primarily exotics and truck heavy brands. There were six brands at 10% or less for female registration, including Bugatti (0%), Ferrari (5.6%), Lamborghini (6.5%), Tesla (9.8%), Aston Martin (9.9%) and Lotus (10%).
- Representing the low end of female registered brands were several makes best known for trucks, including GMC, Dodge and Hummer. Models that had a better than 50% female registration rate were: Volkswagen New Beetle, Nissan Rogue, Hyundai Tucson, Volkswagen EOS, Volvo S40 Sedan, Honda CR-V, Kia Sportage, Toyota Rav4 and Nissan Sentra.

TrueCar also examined the most current market prices and listed discounts for all of the brands and specific models that were tracked. Below are the Top 10 brands with highest female registration ratios and their current discount percentages:

Make	% Female Registration	% Discount off MSRP
Kia	45.8%	8.3%
Suzuki	44.2%	9.5%
Mini	43.9%	3.1%
Subaru	43.2%	4.0%
Nissan	43.1%	9.6%
Hyundai	43.0%	8.3%
Honda	42.8%	7.8%
Volvo	42.4%	8.2%
Lexus	42.3%	7.2%
Mitsubishi	41.5%	10.1%

Below are the nine models that have topped the 50% or more female registration ratio and their current market discounts:

Make	Model	% of Female Registration	% Discount off MSRP
Volkswagen	New Beetle	56.1%	3.0%

Nissan	Rogue	53.5%	13.9%
Hyundai	Tucson	53.0%	2.4%
Volkswagen	EOS	53.0%	5.1%
Volvo	S40	51.9%	11.3%
Honda	CR-V	51.3%	4.4%
Kia	Sportage	50.5%	9.0%
Toyota	RAV4	50.4%	4.2%
Nissan	Sentra	50.1%	16.2%

This demographic data is a small snapshot of the full range of data TrueCar.com will be reporting on in the coming months, with hopes of giving consumers and the manufacturers a better idea of what their purchasing trends look like. Results of this study and others, as well as the TrueTrends(TM) by TrueCar Report and other data and information, can be found at www.truecar.com.

About TrueCar Data

TrueCar obtains data directly from car dealers, respected dealer management system (DMS) providers, and well-known data aggregators within the automotive space. We also acquire vehicle configuration data, customer and dealer incentives data, financing and loan data, vehicle registration and insurance data, and much, much more. TrueCar is insatiable about data with our goal to find 100% of all purchase transactions, even if that means finding the same transaction multiple times from multiple sources within the car-buying ecosystem. Our data is among the most timely and comprehensive in the industry, as we are able to process most car sales within a week of the actual sales date, and have a substantial fraction on the site within 48 hours of the actual sale. TrueCar believes the greater our informational accuracy, the greater benefit we provide to both dealers and consumers.

Source: TrueCar.com

Driver Acceptance of Audio Messages Sent to Vehicles

Recent research of U.S. vehicle owners indicates growing recognition by consumers of the value of specific information sent directly into their vehicles, including reminders related to vehicle maintenance and ownership, or notifications that can enhance or make safer their driving experience.

The study also showed motorists are becoming increasingly comfortable using interactive voice recognition (IVR) systems to receive this type of information more safely.

These were among the major findings in a proprietary research study conducted by Synovate Motoresearch on behalf of ATX Group. The study polled owners of multiple vehicle brands within both luxury and non-luxury automobile market segments.

The study findings revealed widespread vehicle owner interest in receiving messaging about vehicle performance or driving assistance:

- 89% expressed interest in receiving notification of recalls for their vehicle
- 79% were interested in receiving updates on fuel prices and gas station locations
- 58% wanted to receive notification of special AM/FM or satellite radio programming
- 57% would choose to receive reminders from a dealership that regular maintenance is due

Previous industry research has shown strong consumer desire to receive real-time, location-specific alerts about traffic problems, adverse road conditions and weather, and detours and road construction.

Half of vehicle owners interviewed also expressed interest in receiving specific, in-vehicle information from their automobile manufacturer or local dealership about the need for maintenance measures or notification about potential vehicle performance problems. In fact, vehicle owners widely preferred an in-vehicle message to direct mail, a voicemail message or text message.

"Drivers want information that's relative to operating their vehicle and that helps them drive more safely and efficiently," emphasized Tom Metzger, ATX senior vice president of Sales and Account Management.

The research validates what ATX has experienced in the market in recent years when it teamed with select dealerships to send specific, ownership-related audio messages to the vehicle, rather than relying on traditional methods such as direct mail. The consumer response rate for in-vehicle messaging has been nearly 30 percent, with an extremely low rate of customers requesting to opt-out from future messages.

Coupled with their propensity to accept in-vehicle messaging, vehicle owners in the study expressed growing comfort with the use of in-vehicle IVR systems. Across all segments, nearly eight out of 10 vehicle owners were at least somewhat comfortable with an in-vehicle voice interface. Half were comfortable or very comfortable with such systems, especially luxury segment vehicle owners who have had more experience interacting with in-vehicle voice technology.

"In contrast to messages pushed to a mobile communications device, different principles must apply to developing in-vehicle messages to minimize driver distraction," said Dr. Tom Schalk, ATX vice president of Voice Technologies. "You have to make the IVR interface simple, to avoid driver frustration or confusion. There can be no extensive scrolling through menus. Messages must be short and required verbal inputs from the driver must be kept to a minimum."

Schalk emphasized that in-vehicle messages don't have to be designed to be invasive, immediately notifying a driver via audio alert or an illuminated signal each time a message is received. Messages to the vehicle can be stored, enabling the driver to retrieve them whenever the driver deems it's safe to do so.

More than one-third of the vehicle owners surveyed were also interested in receiving information in their vehicle about specific business locations, personal calendar or errand reminders, and dealer notifications about various in-vehicle features that they may not use often or may not be aware are available on their vehicle.

Metzger foresees connected vehicle service providers maintaining Web interfaces for automobile manufacturers that enable their customers to pre-select what types of messages come into the vehicle and when (e.g., before the drive for some, during the drive for others).

"Today's market reality is that consumers' lifestyles demand always-on communications. We believe we have developed a platform that enables drivers to receive messages they deem relevant to their vehicle ownership or drive, while minimizing distraction from the primary task of driving," added Metzger.

SOURCE ATX Group

Industry Press Releases June 21

Avery Dennison Unveils Conformable Cast Film Series

The Avery Dennison Graphics & Reflective Products Division Asia Pacific launched the MPI 1005

Supercast Series, a line of next generation conformable cast vinyl films. Supercast films feature enhanced conformability and stay down over complex curves and rivets with no tenting or lifting -- a new option that is ideal for vehicle wraps, fleet graphics and architectural applications.

"I've been installing vehicle wraps for many years and the Avery MPI 1005 Supercast films are the most conformable films I've worked with and seen on the market," said Justin Pate, a graphic installer with 14 years of experience. "It's like driving a super luxury car and did everything I have always wanted a film to do with the greatest of ease. The print quality is top shelf and wraps are faster and easier to install and the colors really pop."

MPI 1005 Supercast is available with Easy Apply RS(TM), Easy Apply(TM) and Gloss Opaque LTR technologies to provide faster and easier application and long-term removability. Easy Apply air egress technology helps eliminate wrinkles and bubbles while Easy Apply RS provides repositionability and slideability, allowing the film to be moved easily before pressure is applied.

"These films offer the ultimate in print quality and conformability for a variety of applications," said Elizabeth Parks, Global Products Manager at Avery Dennison. "Because MPI 1005 Supercast films feature Easy Apply RS and Easy Apply technologies, installation with these films is easier and quicker which reduces application time and lowers cost."

Key features of the Avery MPI 1005 Supercast series include:

- Enhanced conformability allows the films to stay down over complex curves and rivets
- Expanded color gamut capability
- High gloss and smooth face make images and colors pop
- Consistent printability and enhanced image quality

By pairing MPI 1005 Supercast with Avery Graphics overlaminates, longer-term durability and rigidity are achieved.

For more information on Avery Graphics products, order a sample roll of MPI 1005 Supercast film. For pricing or roll sizes, printers can visit <http://www.ap.averygraphics.com/> or contact your local Avery Graphics supplier for additional product information.

Source: Avery Dennison

CORSA PERFORMANCE EXHAUSTS SPONSORS 2010 LX & BEYOND NATIONALS



BEREA, Ohio - CORSA Performance Exhausts returns as the official performance exhaust and associate sponsor of the 3rd Annual LX & Beyond Nationals event July 17-18, 2010, at Quaker City Raceway in Salem, Ohio.

Featuring the company's patented Reflective Sound Cancellation(tm) (RSC(tm)) technology, CORSA Performance exhaust systems deliver a bold, robust growl when on the throttle and a drone-free experience while cruising. The CORSA booth will showcase their high-quality exhaust systems on new Dodge Challenger and Chrysler 300 V6 vehicles.

"Our latest exhaust systems for the LX platform are designed to give Mopar owners the aggressive sound and bold performance look they crave without the interior drone they don't," said Craig Kohrs, VP

marketing and sales, TMG Performance Products. "We construct the systems from premium grade, 304 Stainless Steel to ensure the highest quality fit and finish. The systems are highlighted by Pro-Series Stainless Steel tips or, in the case of the Challenger, rectangular GTX style tips that enhance the vehicles' muscle car appearance."

The 2010 LX & Beyond Nationals will feature hundreds of stock, modified, custom and extreme late-model Mopar muscle and performance vehicles as well as heads-up drag racing in the Montgomery Modern Street HEMI Shootout Series. The weekend will also consist of a Show & Shine Competition with over 50 Car Show Classes, a specialty awards ceremony and a 50/50 Raffle with chances to win an assortment of aftermarket parts, accessories and other prizes.

About CORSA

CORSA Performance Exhausts, a TMG Performance Products, LLC company headquartered in Berea, Ohio, is a leading manufacturer of premium performance exhaust systems for cars, trucks, SUVs and marine applications. Through its patented Reflective Sound Cancellation (RSC(tm)) technology, CORSA Performance Exhausts provides the industry's only guaranteed drone-free driving experience backed by premium performance and superior customer service. For more information, call 800.486.0999 or visit <http://www.corsaperformance.com>.

About LX & Beyond Nationals

The LX & Beyond Nationals was founded in 2007 by Anthony Carter to promote camaraderie and enthusiasm for the modern Mopar muscle cars and performance vehicle enthusiast. In the fall of that year, Carter and Chuck Green formed ACG Motorsports LLC and organized the Inaugural LX and Beyond Nationals in June 2008. The LX & Beyond Nationals is currently the nation's fastest growing late-model Mopar car show, drag racing and enthusiast event; open to the public and based solely on the modern Dodge & Chrysler (LX/LC) muscle cars. For more information, specific class rules, car show questions, event information, ticket pricing and hotel arrangements, visit <http://www.LXandBeyondNats.com> or call 614.633.8033.

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PROLONG FUEL INJECTOR CLEANER OPTIMIZES ENGINE PERFORMANCE

POMONA, Calif. - Fast Fuel(tm) Fuel Injector Cleaner from Prolong(r) Super Lubricants is designed to return engines to peak performance by removing carbon deposits from injector tips and maximizing the fuel spray pattern.

"Prolong Fuel Injector Cleaner thoroughly cleans injector tips and intake valves that can cause misfiring and poor gas mileage," said Jeff Vicker, Domestic/International Sales Manager, Prolong. "Our advanced cleaning formula restores the fuel spray pattern so users can enjoy quick, efficient starts and improved fuel economy."

Compatible with all grades of gasoline, Prolong Fuel Injector Cleaner helps maximize the air/fuel mixture to optimize power. To use the product, pour the contents into a nearly-empty gas tank and fill. It treats up to 20 gallons of gasoline and should be used when misfiring or reduced mileage is detected.

Prolong Super Lubricants, a brand of GoldenWest Lubricants, Inc., produces a wide range of chemicals and car care products, including engine, fuel and transmission additives; chassis and wheel lubricants; rust, vinyl and leather protectants; and waxes. Its Anti-Friction Metal Treatment(tm) (AFMT) advanced technology treats and modifies the surface of metal to reduce metal wear, heat and friction. For more



information, visit <http://www.prolong.com>, or contact Prolong at 1937 Mount Vernon Ave., Pomona, Calif., 91768; phone: 800.540.LUBE; fax: 800.966.LUBE (5823).

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MID-LATE 50's FORD TRUCK 223 PISTONS & ENGINE KITS

1954-60 Ford 223 6 cylinder Truck Pistons and Engine Kits

1954 Engine Kit Part Number F223M54

1955-60 Engine Kit Part Number F223M55-60

Egge Machine and Speed Shop offers two engine kits for the venerable Ford 223 OHV 6 cylinder truck engine. The only difference between the 1954 and the 1955-60 kits is the oil pump. There are also two camshafts available for this application, however they are interchangeable. The 1954-55 camshaft has a slightly different lobe and duration to the 1956-60 cam.



LINCOLN 430 PISTONS AND ENGINE KITS

Early Lincoln 430 - 1958-62 featuring the L2120 pistons.

1958 Engine Kit Part Number L430M58

1959-60 Engine Kit Part Number L430M59-60 with a choice of valves depending on the head numbers on your engine.

1961-62 Engine Kit Part Number L430M61-62

Late Lincoln 430 - 1963-65 featuring the L2128 pistons.

1963-65 Engine Kit Part Number L430M63-65

Egge Machine and Speed Shop offers engine kits for the early and late versions of the Lincoln 430 from 1958-1965. This huge V-8 was the largest engine in the American market at the time. A work-horse of a motor is attributed to its deep block design. The combustion chambers were in the block and the cylinder heads acted as a cover for the chambers attribute to this uniquely designed engine.

A classic American engine requires classic pistons. Egge; the last cast piston foundry in the U.S. for this application employs their "family-recipe" of high-silicone A-332 aluminum, magnesium and titanium. The L2120 piston for the early Lincoln 430 features a flat head design and the L2182 for the late 430 have a tapered-dome head design. Both pistons have a standard bore of a whopping 4.300", steel strutted pin bosses and a stainless steel wrist pin. The L2182 is available in standard bore, .020, .030, .040, and .060 over-sizes. As with all Egge pistons custom over-sizes are available on request.

1961-69 LINCOLN CONTINENTAL BALL JOINTS

10120 UPPER BALL JOINT LEFT

10119 UPPER BALL JOINT RIGHT

10121 LOWER BALL JOINTS - Diamond Series

Lincoln, Ford's answer to the luxury of Cadillac has some remarkable similarities. Those similarities begin with the founder. In 1902 Henry Martin Leland founded Cadillac and then fell to the control of General Motors where he was a general manager. During the First World War, he left GM and created a new company, the Lincoln Motor Company producing the Liberty airplane engines and after the war Lincoln came under the control of Ford Motor Company.

A hot-commodity in the collector car market, the Continental is a statement to behold. The big-blocks in a Lincoln package require some heavy-duty suspension parts. Egge introduces Upper and Lower Ball Joints for the iconic 1961-69 Lincoln Continentals. There are two Upper Ball Joints one each for the left and right sides and the Lower Ball Joints are universal to each side. The Lower Ball Joints are also

modernized with grease-able zerk fittings, and full sprung contacts surrounding the balls. In-stock and ready to ship, Egge now offers steering and suspension parts for post-war through mid 1980's classic domestic vehicles.

About Egge Machine Company:

Egge Machine Company offers parts and services for vintage domestic vehicles. Established in 1915, Egge Machine Company celebrates its 95th anniversary as a world-class piston and valve manufacturer and distributor of nostalgic performance and restoration components for pre-1980 domestic engines. Egge is the remaining U.S. based cast piston manufacturer and remanufactures water, fuel and oil pumps in it's Santa Fe Springs, California facility. From foundry to finishing, Egge is known throughout the automotive aftermarket industry as the go-to place for hard-to-find engine components. New offerings at Egge are upgraded steering and suspension parts for classic cars. Visit us at www.Egge.com or call us toll-free at 800-866-3443.

dB PERFORMANCE EXHAUST SYSTEMS BY CORSA

NOW AVAILABLE FOR JEEP WRANGLER OWNERS

New Exhausts Deliver Increased Power to Jeep JK, TJ Models



BEREA, Ohio - A complete line of exhaust systems from dB Performance Exhausts by CORSA is now available for the 2007-2010 Jeep Wrangler JK and the 1996-2006 Jeep Wrangler TJ models.

The new dB Performance Jeep Wrangler cat-back exhaust systems are designed to give the off-road community more ground clearance, increased power and enhanced performance over stock exhausts. Featuring 409L stainless steel construction and a 304L stainless steel tip, the system's 2.5-inch straight-through, nonrestrictive design increases exhaust

flow by 63%.

The Jeep Wrangler dB Performance exhaust systems are available in Single Rear Exit and Dual Rear Exit designs, as well as an Off-Road version:

- * 2007-2010 Jeep Wrangler JK Single Rear Exit (Part #24411)
- * 2007-2010 Jeep Wrangler JK Dual Rear Exit (Part #24412)
- * 2007-2010 Jeep Wrangler JK Off-Road System (Part #24413)
- * 1996-1999 Jeep Wrangler TJ Single Rear Exit (Part #24414)
- * 2000-2006 Jeep Wrangler TJ Single Rear Exit (Part #24415)
- * 1996-1999 Jeep Wrangler TJ Single Exit w/ Off-road Tip (Part #24416)
- * 2000-2006 Jeep Wrangler TJ Single Exit w/ Off-road Tip (Part #24417)

"Because we manufacture dB performance exhaust systems right at our Ohio facility, our leading R&D team was able to improve the product's design to pick up a half-inch of ground clearance in the Single and Dual Exit systems and 1.75 inches of clearance on our Off-Road Cat-Back Exhaust over the stock system," said Craig R. Kohrs, VP marketing and sales, TMG Performance Products. "In addition, these latest exhaust systems deliver a bold sound while eliminating unwanted cabin drone whether Jeep owners are going mudding or tearing down new paths."

Jeep Wrangler dB exhaust systems for the 2007-2010 JK models are 2.3 lbs lighter than stock and deliver a performance gain of 7 hp and 5 lb.-ft. of torque. The Jeep Wrangler TJ systems produce an increase in power of 5 hp and 7 lb.-ft. of torque over stock.

Installation hardware and an illustrated installation guide are included with the limited 10-year warranty, bolt-on exhaust systems. The dB Performance Exhaust systems are available from select performance dealers and distributors nationwide.

As part of the TMG Performance Products, LLC group of companies, dB Performance Exhausts delivers an aggressive sound and attractive look for today's truck enthusiasts. All dB Performance exhaust systems come with a 10 year warranty from the date of purchase against defects in material and workmanship. For more information, visit <http://www.dBexhaust.com> or call 800.486.0999

###

Galaxie Defense Marketing Services to Support Step N Stor in Government and Military Business Development Efforts



St. Paul, MN (June 16, 2010) Step N Stor, a brand of Lift & Storage Systems, Inc., has selected Galaxie Management, Inc., a top leader in defense sales & marketing, to assist in promoting the Step N Stor to the Department of Defense (DoD) agencies.

The Step N Stor is a retractable tailgate step that makes it easy to climb in and out of the bed of any pickup truck safely. Using only four screws, the Step N Stor attaches to the inside of a truck's tailgate. Pulling up on the handle of the Step N Stor releases the steps and pivots them into position. The handle also serves as a stabilizing tool while climbing up and down the steps.

"We're extremely pleased to work with Galaxie," Shawn Jones, VP of Step N Stor commented. "It's very exciting to have them promote the Step N Stor to the Department of Defense agencies."

Galaxie Defense Marketing Services (GDMS) has worked in defense/government sales and marketing services for over 30 years. Their purpose is to maximize client sales to original equipment manufacturers (OEMs) and the defense department (DoD) by establishing and maintaining relationships with key decision makers and procurement personnel. Galaxie also provides clients with business development services, providing assistance in identifying sales opportunities, developing the internal procedures required of government suppliers, submitting GSA proposals and negotiating contracts. www.galaxiemgmt.com The Step N Stor can be purchased also through the U. S. General Services Administration (GSA) under Contract Number: GS- 21F-0061W.

Step N Stor is a brand of Lift & Storage Systems, Inc., a company bringing metal warehouse storage systems to the retailer for over 25 years and whose products are proudly made in the USA. The Step N Store will accommodate all medium and full sized pickup trucks. The Step N Stor can be purchased through Northern Tool and Equipment, Sears, Costco and Sportsman's Guide and Fastenal. For more information, call (800) 825-4777 or visit www.stepnstor.com

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