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SUPERLIFT SUSPENSION UNVEILS BLACK DIAMOND

A New, Premium Product Line of Suspension Lift Kits Engineered to Conquer and Tested
at the Highest Standard of Off-Road Performance

MONROE, LA, October 30, 2018– Superlift, LLC, a Truck Hero company, unveiled Black Diamond, a new, high performance product line, at SEMA 2018. Black Diamond incorporates Superlift’s rigorous product testing to ensure long-lasting durability and next level off-road performance.

Superlift engineered Black Diamond suspension kits to conquer any terrain, incorporating King Shocks, a prominent off-road racing shock, into each kit. These kits will also feature heavier plate steel and tubing, giving your suspension the ultimate protection, while providing the confidence to tackle extreme off-road environments.

All Black Diamond suspension kits are built in the U.S.A. and are backed by a limited lifetime warranty. *See warranty for full details.*

Black Diamond’s anticipated launch date is April/May 2019. The initial vehicle application availability will be:

- 2018/19 Jeep JL
- 2019 Ram 1500
- 2019 Chevy Silverado
- 2015-19 Ford F-150
- 2017-19 Ford F-250

**Additional applications will follow in 2019.*

About Superlift, LLC

Superlift Suspension Systems (“Superlift”), a Truck Hero company, engineers and manufactures suspension lift and leveling kits to provide an optimal ride on and off road. Engineered by enthusiasts, for enthusiasts, Superlift takes their products through the highest levels of testing in the industry to ensure lasting durability and performance. For more information, please visit our website at superlift.com.

About Truck Hero, Inc.

Headquartered in Ann Arbor, MI, Truck Hero provides consumers a full range of truck bed covers and other truck and Jeep accessories with market leading functionality, engineering, quality, and design. The breadth of Truck Hero’s product offering is vast, including: hard and soft truck bed covers, truck caps, bed liners, floor liners, steps, suspension kits, Jeep® parts and off-road accessories. Truck Hero’s industry leading family of brands includes Advantage, A.R.E., BAK, BedRug, Extang, Husky Liners, N-FAB, Omix-ADA, Retrax, Rugged Liner, Rugged Ridge, Superlift, TruXedo, UnderCover and an online retailer, RealTruck. All of the companies in the Truck Hero family are recognized as premier brands and are leaders in product innovation. For more information, please visit our website at truck-hero.com.

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