



ANN ARBOR, MICHIGAN – October 10, 2017 – Truck Hero, Inc. (“Truck Hero” or the “Company”) today announced the strategic acquisition of Superlift, LLC (“Superlift”), a leading United States manufacturer of automotive aftermarket products including suspension lifts and leveling kits. The transaction terms were not disclosed.

“We’re pleased to welcome the Superlift team to the Truck Hero family of brands,” remarked Bill Reminder, President and CEO of Truck Hero. “This transaction adds a complementary branded product offering that strengthens Truck Hero within the growing automotive accessory market. Superlift is a strong and enduring brand name associated with high-quality products designed and produced by enthusiasts, for enthusiasts. Their dedicated R&D group and highly skilled engineers design durable, easy to install suspension systems. We look forward to further building the brand by leveraging our sales and marketing expertise and our installer relationships.”

This transaction marks Truck Hero’s twelfth acquisition since its formation in 2007 and is well aligned with the Company’s growth strategy of acquiring businesses within the vehicle accessory market that further diversify its product portfolio into other attractive, complementary, high-growth segments.

About Truck Hero, Inc.

Headquartered in Ann Arbor, MI, Truck Hero has focused on providing 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 includes hard and soft truck bed covers, truck caps, bed liners, floor liners, and steps. Truck Hero’s industry leading family of brands includes Extang, TruXedo, BedRug, UnderCover, Advantage, Retrax, BAK, A.R.E., N-FAB, Husky Liners and Rugged Liner. All of the companies in the Truck Hero family are recognized as premier brands in the U.S. light duty truck aftermarket and are leaders in product innovation. For more information, please visit our website at truck-hero.com.

About Superlift Suspension

Founded in 1975, Superlift Suspension Systems (“Superlift”) has established itself as an industry-leading designer, original manufacturer, distributor, and e-commerce retailer of suspension lift and leveling kits for pickup trucks, Jeeps and SUVs. Operated by 4x4 and off-roading enthusiasts since its inception, Superlift has maintained an exceptionally strong and enduring brand image that customers and installers alike associate with the highest quality suspension lift and leveling kits available on the market. For more information, please visit their website at www.superlift.com.

CONTACT

Truck Hero
Sean Marks
(800) 253-7692

Sean.Marks@truck-hero.com