



## Truck Hero, Inc. Announces Strategic Acquisition of Husky Liners

### *Highly Complementary Transaction Diversifies and Expands Truck Accessory Product Offering*

ANN ARBOR, MICHIGAN – October 3, 2016 – Truck Hero, Inc. (“Truck Hero” or the “Company”) today announced the strategic acquisition of Husky Liners, a leading United States manufacturer of automotive aftermarket products including custom fit floor and cargo liners as well as many other automotive aftermarket accessories. The transaction terms were not disclosed.

“We’re excited to welcome the Husky Liners team to the Truck Hero family of brands,” commented Bill Reminder, President and CEO of Truck Hero. “This transaction builds upon our recent efforts to further diversify our business with complementary branded product offerings across a large and growing automotive accessory market. Husky Liners has incredibly strong brand awareness driven by their history of delivering the finest, high-quality floor mats and liners in the industry. In addition, they offer a wide range of products for towing and trailering that complement our own line up of truck accessories. Innovation is central to Truck Hero’s culture and we see fantastic opportunities to expand upon their product lines while leveraging our expansive distribution network to drive future sales growth.”

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

Robert Tyler, Founder of Husky Liners, commented, “Since starting the company in 1988 our team in Winfield, Kansas has been relentlessly focused on premium innovative products to protect your ride inside and out, and we’re confident that we’ve made the right decision to partner with the team at Truck Hero who shares our passion.”

“Over the past five years we’ve been focused on recapturing what made Husky Liners great and as a result have seen significant success and growth,” Doug Johnson, Vice President of Business Development for Husky Liners stated. “This partnership with Truck Hero opens the door to many new opportunities and provides the resources and support for even greater success. We are truly excited to be a part of the Truck Hero team.”

### **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 addresses virtually every consumer price point in both the hard and soft truck bed cover categories. Truck Hero’s industry leading family of brands includes Extang, TruXedo, BedRug, UnderCover, Advantage, Retrax, BAK, A.R.E., N-FAB, and two online retailers: AutoCustoms and Real Truck. All of the companies in the Truck Hero family are recognized as premier brands in the U.S. light duty truck aftermarket and leaders in product innovation. For more information, please visit our website at [truck-hero.com](http://truck-hero.com).

## **About Husky Liners**

Founded in 1988 and based in Winfield, Kansas, Husky Liners® is the nation's leading manufacturer of automotive aftermarket products designed to protect cars and trucks inside and out. At the core of their wide product line are the Husky Liners® brand of custom-fit floor liners, including front seat, rear seat, and cargo area. They also manufacture heavy-duty floor mats, custom molded mudguards, and a wide assortment of quality products designed for towing and trailering as well. All products are designed and manufactured in the U.S.A. and most come with a hassle-free, lifetime guarantee. For more information, please visit their website at [www.huskyliners.com](http://www.huskyliners.com).

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