

OMB APPROVAL

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UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported) October 19, 2005

TRIMAS CORPORATION

(Exact name of registrant as specified in its charter)

| | | |
|--|-----------------------------|--------------------------------------|
| Delaware | 333-100351 | 38-2687639 |
| (State or other jurisdiction of incorporation) | (Commission File Number) | (IRS Employer Identification No.) |
| 39400 Woodward Avenue, Suite 130, Bloomfield Hills, Michigan | | 48304 |
| (Address of principal executive offices) | | (Zip Code) |

Registrant's telephone number, including area code (248) 631-5400

Not Applicable

(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 7.01 Regulation FD.

The Company's only public security holders are holders of its 9 7/8% senior subordinated notes due 2012. The Company held an Investor Communications Meeting at its Tekonsha, Michigan facility on October 19, 2005 to provide a business overview on its Cequent Transportation Accessories Group. A copy of the presentations distributed at the meeting is furnished as exhibits to this Report and incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(c) Exhibits. The following exhibits are filed herewith:

| <u>Exhibit No.</u> | <u>Description</u> |
|--------------------|--|
| 99.1 | TriMas Corporation presentation titled "Tekonsha Investor Presentation." |
| 99.2 | TriMas Corporation presentation titled "Investor Communications Meeting." A copy of this presentation is also available at www.trimascorp.com . |

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: October 19, 2005
Beard

By: /s/ Grant H.

Name: Grant H. Beard
Title: Chief Executive Officer

Tekonsha®

The power of great stops.

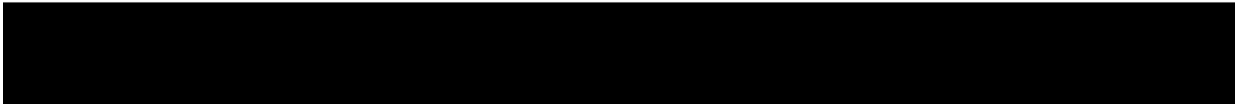


Electronics & Administrative Offices

Facility
Tekonsha, MI



Facility: 75,000 square feet – 225-250 employees
TS16949: Certification is in process for 2005 completion
Certified: **QS9000**, July 2003
TS16949, Recommended
Benefits: Refined manufacturing process
Predictable quality
Documented business practices
Cost controls



Commercial Organization

J. Robert Lewis, President

Staff

- John Walsh *VP of Sales – Commercial*
- Mark Gage *VP of Marketing - Commercial*
- Mark Walkowski *VP of Finance - Commercial*
- Walt Mills *Director of IT – Commercial*
- Kreg Kukor *Director of Quality – Commercial*
- Marcia Albright *VP of Engineering*
- Jim Shirk *VP of Operations*
- Curt Somerlott *Director of Purchasing*
- John Roon *Director of Human Resources*
- Robb Lewis *Plant Manager*
- George Cargo *Director Sales – Horse Livestock*



TECHNICAL RESOURCES

- Internal Technical resources Tekonsha Facility
 - 6 Electrical Engineers: Hardware
 - 4 Electrical Engineers: Software
 - 4 Electrical Engineering Technicians
 - 7 Mechanical Engineers
 - 2 Industrial Design Engineers
 - 5 CAD operators
 - 3 Manufacturing Engineers
 - 2 Quality Engineers
 - 4 Data Document control experts
 - 1 Quality Black Belt
 - 6 Quality Green Belts



Technology Partners

- **Test Labs:**

- CSA
- Dana TRP
- Eaton Corporation
- Intertek ETL Entela
- UL

- Calcoast
- EST Testing Solutions
- Global Testing Service
- Link Testing Labs

- **Prototype Services:**

- Fortress Manufacturing, Inc.
- Select Manufacturing Services, Inc.

- Product Design Services

- **Manufacturing test and support:**

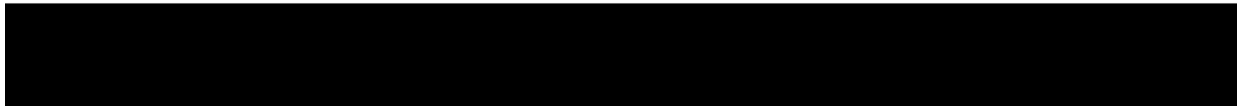
- Agelent Technologies
- Murray A. Percival Group

- Alpha Metals Analytical
- VI Engineering

- **Consulting Groups**

- Fredricks Design, Inc.

- R & S Resources



Technology Partners



Cookson Electronics ASSEMBLY MATERIALS



Tekonsha®

Product



Prodigy® and Primus are the beginning of a new series of intelligent, self leveling, proportional, consumer based brake controls.

For the first time in brake control development, proportional technology is provided in a format that removes the issues associated with leveling and adjustment providing the consumer with safety and ease of operation.

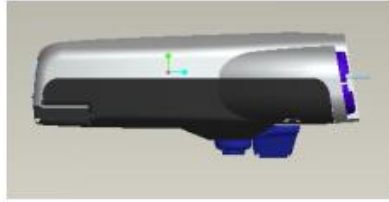
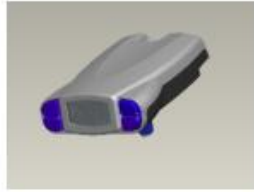
Tekonsha®

NEW! For (August) 2006

P3™

Product

An innovative “step up” from Prodigy® capable of working with trailers using disc brakes.



Tekonsha®

Product



Tekonsha® Branded Proportional Controls lead the industry in consumer recognition and acceptance ... they include:

Sentinel®

Voyager®

Envoy®XP



ACCUPOWER™

Product



Accupower® Branded “Time Actuated” Brake Controls

DigiTrac II (coming April 2003)

AccuTrac®

Pilot®

Power on Demand (POD)®



Tekonsha®



Product

Tekonsha® Full Power ShurSet III® Systems
For Trailers with up to 4 braking axles:

5 Amp Sealed Lead Acid Rechargeable Battery, Heavy Duty Breakaway Switch (4 axle max.), Latch able Mounting System

Tekonsha® 4/5th Power ShurSet III® Systems
For Trailers with 2 to 3 braking axles:

4 Amp Sealed Lead Acid Rechargeable Battery, Breakaway Switch (3 axle max.), Secure Mounting System

Tekonsha® Breakaway System Components



Tekonsha[®]



Brake Control harnesses ... for most vehicle applications that include a brake control harness.

Product



Circuit Breakers, Pulse Preventors, Testing Equipment and more... Everything you need for complete and professional installations.



Brake Hardware... the most complete selection of electric trailer brake assemblies and brake replacement accessories available.



Bargman ...

Has been recognized for more than 50 years as a leading provider of vehicle / trailer illumination and electrical connectivity . Now positioned as a key brand it is focused on North American OEM, aftermarket and International customers.

Product



RV & Trailer Lighting



NEW! For 2006 - Custom LED's



RV & Trailer Cords & Connectors



Tekonsha[®]

Primary markets served by Tekonsha ...

Customers

Aftermarket

RV Distributors, Trailer Parts Distributors,
Automotive Distributors, Truck Accessory
Distributors & Program groups

Original Equipment

Automotive, RV, Trailer, Agricultural & Stock

Special Accounts

Private brand, Trailer hitch manufacturers,
Raybestos, NAPA & Carquest



Tekonsha®

Some of the customers served by Tekonsha include...

Customers

Redneck Trailer Supply
Quality Trailer
U-haul
Stag Parkway
Coast Distribution
Lucky B
Northwest Trailer
S & S Tire
TW/UAP
Danzy
Atlas
Vipar Heavy Duty



Tekonsha®

Some of our co-brand customers include...

Customers



Raybestos (Premium with Tekonsha label)

NAPA (Premium with Tekonsha label)

Carquest (Premium with Tekonsha label)



Our Patents and Intangibles include...

Twenty Three design patents
Twenty Six utility patents
Ten patent applications pending
Two disclosures submitted

Patents in Canada
Patents in Germany
Patents in Australia
Patents in Great Britain
Patents in Mexico



Technology

Tekonsha®

Our technology is focused on...



Factory integrated trailer brake control



Technology

Tekonsha®

Our technology is focused on...

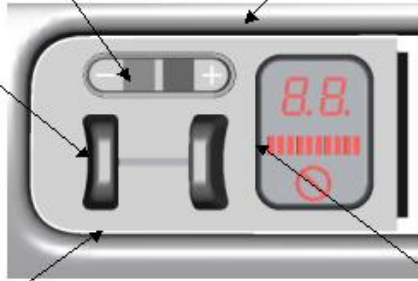


Gain Adjust Button (rocker)

Increment gain setting up or down in 0.5 steps. Press buttons to adjust gain setting. Symbols are backlit.

Thumb Rest

Protruding wing provides anchor point to rest index finger while operating override with thumb.



Gain Display

Displays 0-10 gain setting when trailer connection to 7-pin is established. When trailer is disconnected, display is blank & controller emits a one-time audible chime.

Override Slider Switch

Spring loaded switch provides output signal proportional to switch position, regardless of gain setting or application of base brakes. At-rest position is far left. Perimeter is backlit.

Output Display

10-segment display shows relative output signal strength sent to trailer brakes.



Henry Ford Technology Award 2005

Technology

Team Leader

Marcia Albright

Program Manager

Jerry Prater

Award Received

September 26, 2005



Tekonsha Manufacturing Processes

Manufacturing Technology

- Dual sided, surface mount line with automated inspection
- Through-hole axial and radial component insertion
- Discrete component placement production lines
- In-line, automated wave soldering
- 2-D, in line, automated visual inspection system
- Automated In-Circuit Test station
- Automated final test stations
- Automated conformal coating equipment
- Automated printed circuit board array de-paneling system
- Thermal cycling chamber for sample production stress testing
- Bowl feed, semi-automatic, screw driving
- Generic build and pack-to-order processes
- In-line quality audit and production reliability processes



Tekonsha®

Strategy

- Our Marketing is focused on...
 - Enhancing our presence as a category leader with an emphasis on safety in trailer braking
 - Initiating the technological advancement of trailer and automotive applications
 - Maintaining price leadership in the market

- Our Image will convey...
 - Our focus on electric trailer braking
 - A progressive attitude of innovation & safety

Tekonsha[®]

Strategy

- Our Message is...
 - We are sensitive to the consumers need
 - We are dedicated to our distributors and the satisfaction of their dealers and installers

- Our Sales effort...
 - Is based on people selling people. Our sales will continue to be driven by personnel relationships
 - We will remain dedicated to two and three step distribution
 - We will support our distributors by providing technical training and assistance at the dealer level
 - We will augment our sales effort on the street through a focused internal sales group

Thank You, Enjoy the Tour





Investor Communications Meeting

October 19, 2005



Innovation • Industry • Growth



Safe Harbor Statement

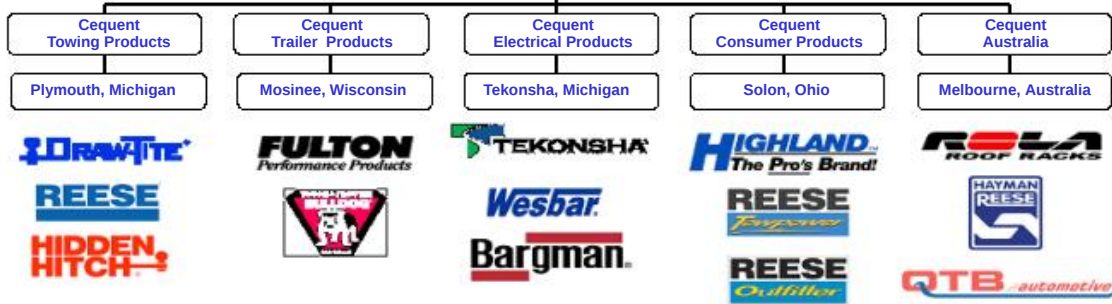
This document contains “forward-looking” statements, as that term is defined by the federal securities laws, about our financial condition, results of operations and business. Forward-looking statements include certain anticipated, believed, planned, forecasted, expected, targeted and estimated results along with TriMas’ outlook concerning future results. The words “estimates,” “expects,” “anticipates,” “projects,” “plans,” “intends,” “believes,” “forecasts,” or future or conditional verbs, such as “will,” “should,” “could,” or “may,” and variations of such words or similar expressions are intended to identify forward-looking statements. All forward-looking statements, including, without limitation, management’s examination of historical operating trends and data are based upon our current expectations and various assumptions. Our expectations, beliefs and projections are expressed in good faith and we believe there is a reasonable basis for them. However, there can be no assurance that management’s expectations, beliefs and projections will be achieved. These forward-looking statements are subject to numerous assumptions, risks and uncertainties and accordingly, actual results may differ materially from those expressed or implied by the forward-looking statements. We caution readers not to place undue reliance on the statements, which speak only as of the date of this document. The cautionary statements set forth above should be considered in connection with any subsequent written or oral forward-looking statements that we or persons acting on our behalf may issue. We do not undertake any obligation to review or confirm analysts’ expectations or estimates or to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the date of this document or to reflect the occurrence of unanticipated events. Risks and uncertainties that could cause actual results to vary materially from those anticipated in the forward-looking statements included in this document include general economic conditions in the markets in which we operate and industry-based factors such as: technological developments that could competitively disadvantage us, increases in our raw material, energy, and healthcare costs, our dependence on key individuals and relationships, exposure to product liability, recall and warranty claims, compliance with environmental and other regulations, and competition within our industries. In addition, factors more specific to us could cause actual results to vary materially from those anticipated in the forward-looking statements included in this document such as our substantial leverage, limitations imposed by our debt instruments, our ability to successfully pursue our stated growth strategies and opportunities, including our ability to identify attractive and other strategic acquisition opportunities and to successfully integrate acquired businesses and complete actions we have identified as providing cost-saving opportunities.



Cequent Transportation Accessories



| | Six Months Ended June 30 | |
|-----------------------------|--------------------------|----------|
| | 2005 | 2004 |
| Net Sales | \$ 283.0 | \$ 280.0 |
| Segment Adjusted EBITDA ... | 31.6 | 46.0 |
| % margin | 11.2% | 16.4% |



Manufacturing – Goshen, IN; Huntsville, ON; Elkhart, IN

Products – Towing Products, Functional Vehicle Accessories and Cargo Management Solutions

Distribution – Installers, Distributors, Automotive OEM, and retail segments

Manufacturing – Mosinee, WI; Juarez, MX

Products – Trailer Products and Accessories

Distribution – Trailer OEM, Wholesale-distributor

Manufacturing – Tekonsha, MI; Albion, IN; Reynosa, MX

Products – Brake Controls, Breakaway Systems, Brake Accessories, Electrical Converters

Distribution – Automotive OEM, Trailer OEM, Marine, RV, Agricultural/Utility

Manufacturing – Sheffield, PA

Products – Towing Products, Functional Vehicle Accessories and Cargo Management Solutions

Distribution – Mass Merchants, Auto Specialty, Program/Buying Groups

Manufacturing – Wakerley, Brisbane, Sydney, Australia; Chonburi Province, Thailand

Products – Towing, Trailering, vehicle accessory, and cargo management solutions

Distribution – Automotive OE and Aftermarket

Cequent Major Facilities



Goshen, IN



South Bend, IN



Juarez, Mexico



Mosinee, WI



Tekonsha, MI

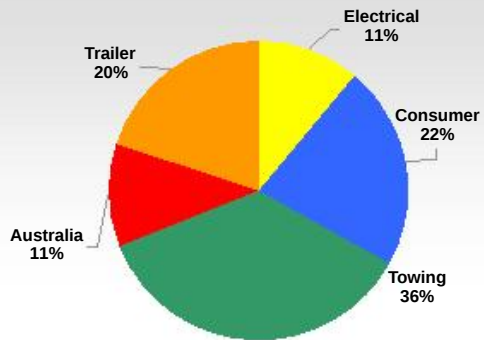


Reynosa, Mexico

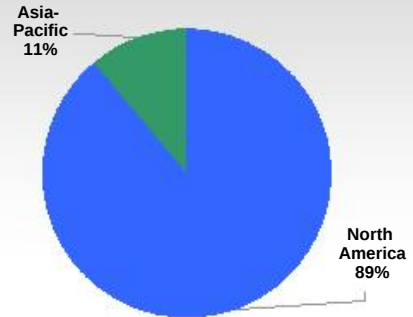


Cequent's Sales Mix

Cequent Sales by Business Unit

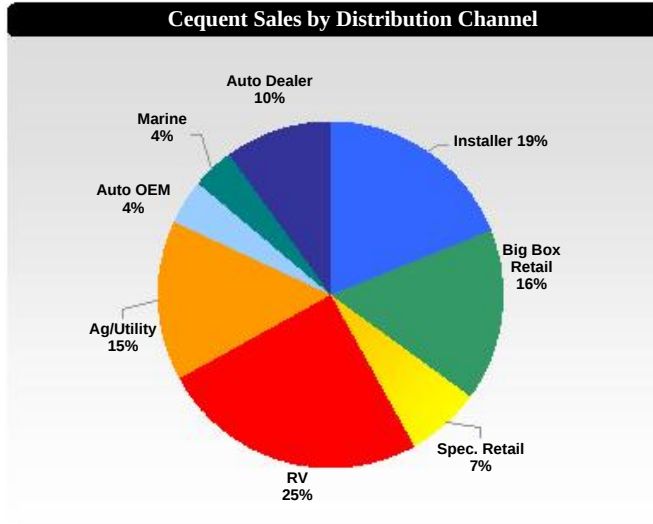


Cequent Sales by Region



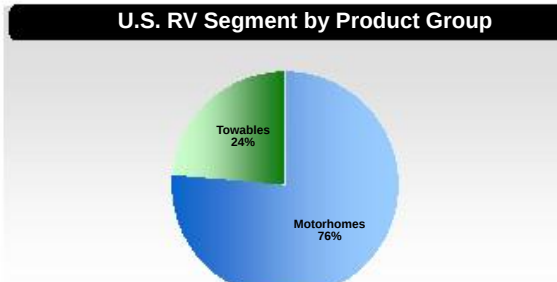
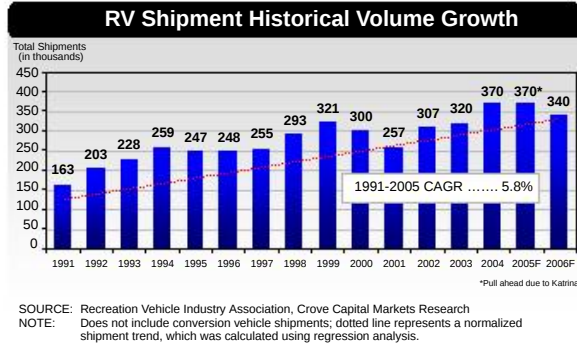
2005 (June 30, LTM) Total Cequent Net Sales \$514.3 Million

Cequent's Sales Mix

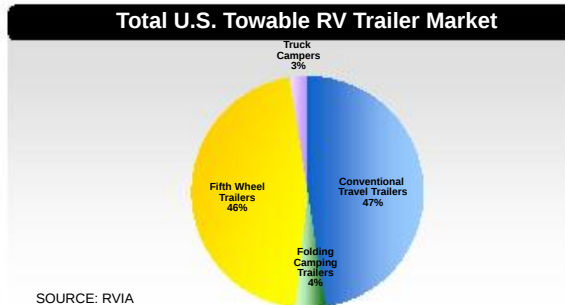


Market Overview - Recreational Vehicle Segment

- Total unit shipments will be down slightly in 2005. Katrina caused a significant pull ahead into 2005, normalized shipments expected to be flat 2005 to 2006. Industry expect volumes to reach 500,000 as demographics continue to improve.
- Perhaps the best news of all for the RV industry was the increase in dollar values of shipments. Total retail value of all RV shipments in 2004 rose an impressive 15% to set an all time record high of over \$15 billion. The continued strength in RV shipments as demonstrated by these growth trends reflects the strong appeal of the RV lifestyle to a broadening consumer base.



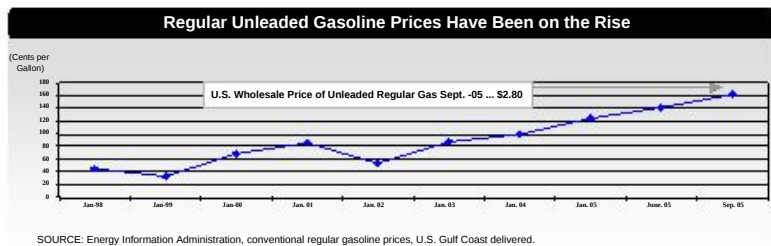
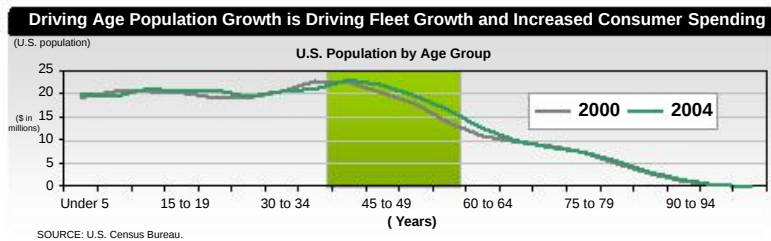
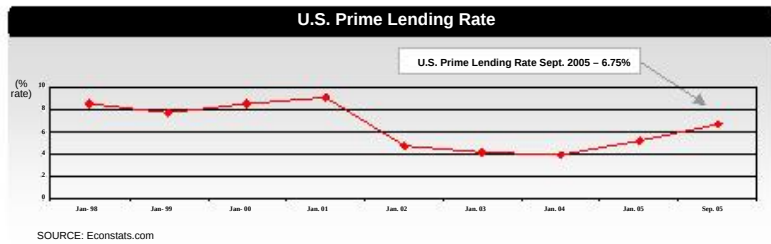
2004 U.S. RV Market \$14.0 billion (Retail Value)



2004 U.S. Towable Trailer Market ... \$5.8 billion (Retail Value)

Market Overview – RV Segment Demand Drivers

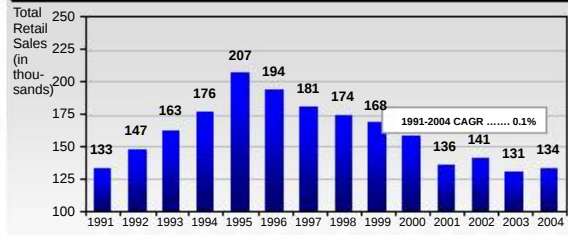
- The U.S. prime lending rate has been increasing. Industry experts believe that increasing lending rates have more impact on RV demand than the price of gasoline. Length of trip can always be reduced.
- The U.S. population by age group statistics indicate that the high income age groups from 40 years old to 60 years olds, baby boomers, have increased by over 7.6 million since 1998. By the end of the decade, the number of consumers aged 50 to 64 will total 57 million, 38% higher than in 2000.
- Growth in the high income age group is a positive factor in supporting recreational vehicle and aftermarket accessory product consumer demand.
- Regular unleaded gasoline prices, while at all time highs, have less impact on RV demand than interest rates and disposable income which rose 1.4% in Q2 of 2005 vs. the 2.9% decline in Q1.



Market Overview - Marine Segment

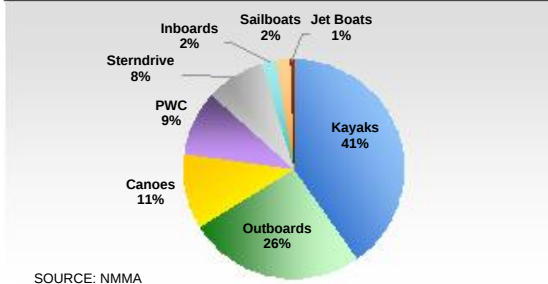
- Boat trailer sales peaked in 1995 and have declined steadily until 2001, growing slightly in 2002.
- 2002 showed signs of a cyclical rebound in trailer sales.
- The total estimated number of boats owned has increased over the past eleven years at slow rate of 0.6% annually.
- The type of watercraft owned in the U.S is broad, including kayaks, outboard power boats, canoes, personal watercrafts, stern drive boats, inboard boats, sailboats and jet boats.
- All of the marine product segments require a towing, trailer or accessory product to transport, providing additional demand for towing and trailer products.

Boat Trailer Unit Sales



SOURCE: NMMA

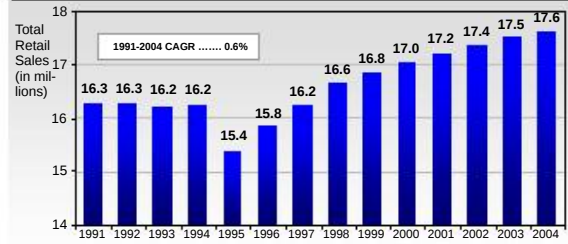
U.S. Marine Segment by Type of Product



SOURCE: NMMA

2004 Total Unit Sales 838,500

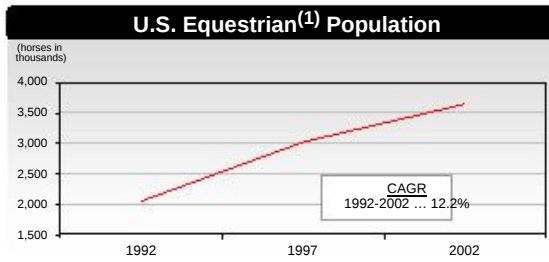
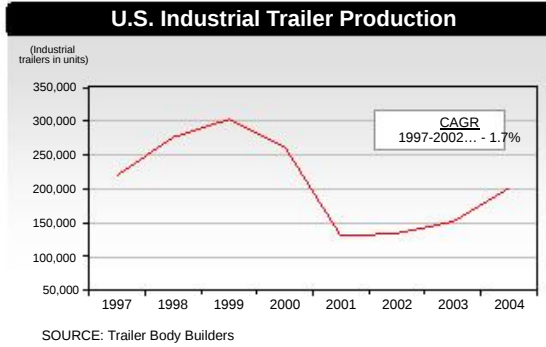
Total Recreational Boats Owned in the U.S.



SOURCE: NMMA

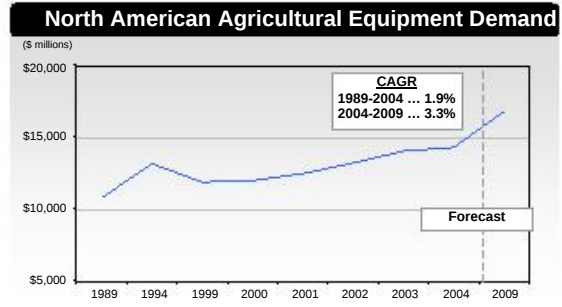
Market Overview - Other Market Segments

- The U.S. trailer production cycle typically follows GDP growth. Current estimates of GDP growth in 2005 and 2006 are 3.6% and 3.2%, respectively.
- The light industrial and utility trailer segments generally follow the same trends as light vehicle aftermarket macro demand as most of these consumers are using these trailers for personal use hobbies.
- Equestrian trailer industry has very few published statistics to track demand, however, the U.S. farm population of horses has increased at an annual rate of 1.7% over the past ten years providing an indicator of corresponding growth in the equestrian trailer market.



Market Overview - Agricultural Equipment

- The three largest agricultural equipment buying regions of the World are Western Europe, Asia-Pacific and North America accounting for 88% of total World demand.
- Freedonia predicts demand in North America for agricultural equipment will grow at an average annual rate of 3.5% over the next five years.
- Historically, agricultural equipment demand in North America has grown more slowly at 1.0%, however, this measurement in growth does not account for peak demand in the mid-1990's.
- A recent positive indicator, U.S. farm machinery and equipment shipments are on the rise, 10% higher in January over a seasonally adjusted low in April 2003.



Cequent Road to Recovery (Profit Improvement)

Reduce Cost Structure

- Removed a layer of management
- Elimination of 99 salaried positions
- Initiated closure of four plants
- Simplifying towing distribution systems
- 30% Towing SKU reduction project
- Transfer Trailer products to Mexico

Raise Prices

- Aggressive stance with retail/consumer customers
- Offset operational cost (due to freight, etc.) when possible

Reduce Material Spending

- Aggressive off-shore sourcing plan
- Maximize leverage with steel supply options

On Target to Exceed \$15 Million Cost Structure Reduction





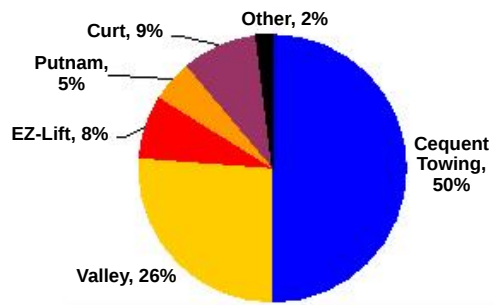
Cequent Towing Products

Tom Benson, President



Cequent Towing Products – Market Share

Towing Products Market Share



DRAW-TITE

HIDDEN HITCH

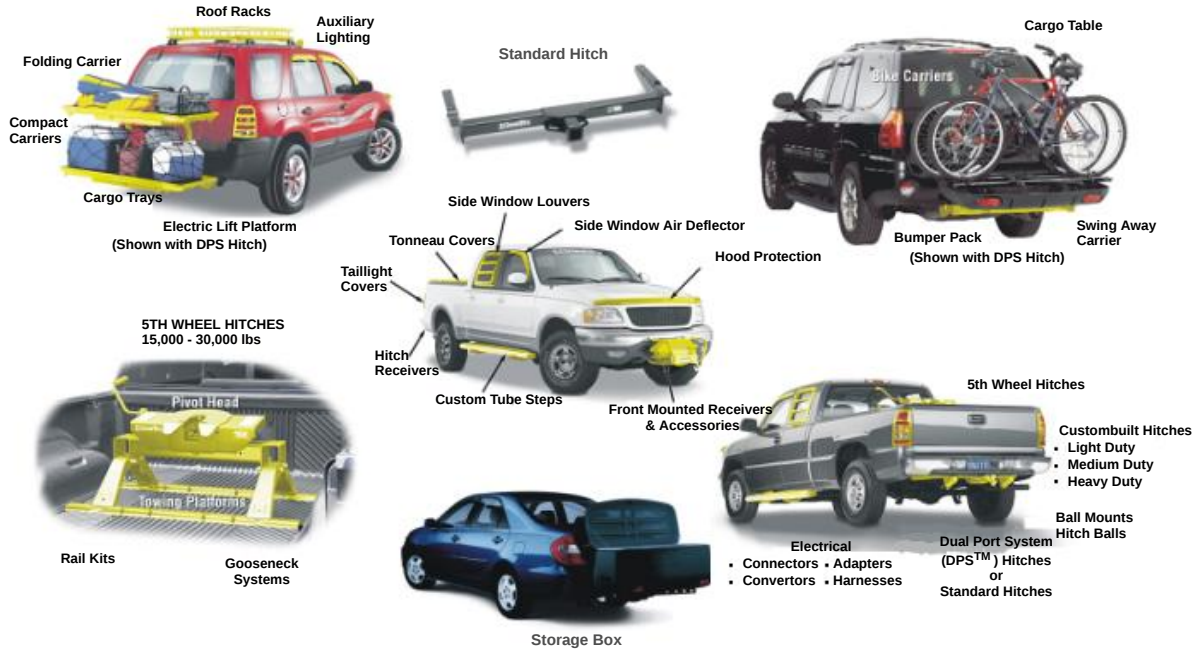
REESE



Source: Internal company estimates



Cequent Towing: Extensive Product Portfolio

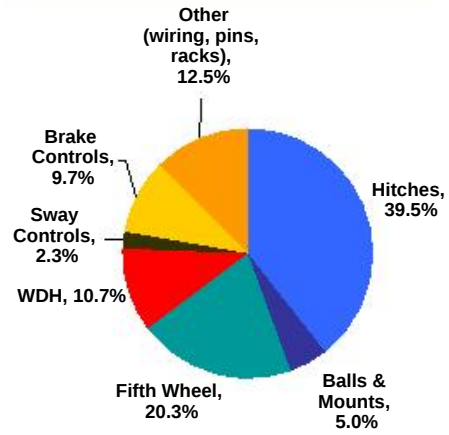


Cequent Towing Trade Sales Breakdown

Sales by Channel



Installer Sales by Product Line



Source: Internal company estimates



Cequent Towing Top Customers

- Stag Parkway – Largest RV WD in North America
 - Channel: RVWD
- Toyota/Flex-N-Gate – TMMNA 635 Tacoma Project
 - Channel: Auto OE
- U-Haul – Largest Purchaser of Trailer Hitches of any Installer in the US
 - Channel: Installer



Cequent Towing Top Customers

- Rigid Hitch – Telemarketing-based Business with no Field Sales Force
 - Channel: Installer
- E-Trailer – Leader in E-Commerce Business in Towing Category
 - Channel: E-Commerce
- Meyer Distribution – Third Largest Truck Accessory Distributor in the US
 - Channel: Truck Accessories



Cequent Towing - Market Update

■ Current Market Conditions

- \$3.00 gas has slowed the RV market and reduced disposable income (RV towables are down 7.9% YTD)
- Boat sales are off 1.8% YTD
- End of automotive incentives have slowed vehicle sales
- This is the slow time of the year

■ Opportunities

- Expect a pick-up in Class I and II sales as more passenger cars are sold versus "already hitched" SUV's
- Improved sales due to increased FTM (first to market) activity
- Expect a slight increase in WDH (weight distributing hitch) sales as FEMA trailers hit the Gulf Coast

■ Threats

- Concerns about interest rates and inflation have caused the RV trade to expect lower sales
- Considerable talk in the marketplace about large distributors going offshore on a direct basis





Cequent Trailer & Electrical Products

Bob Lewis, President



Cequent Trailer & Electrical Products

Trailer Products

FULTON
Performance Products

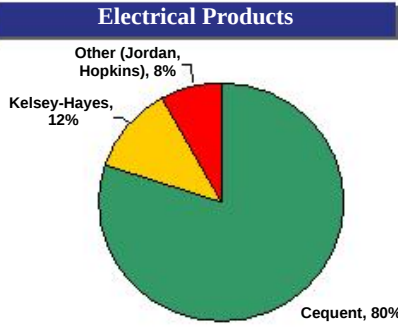
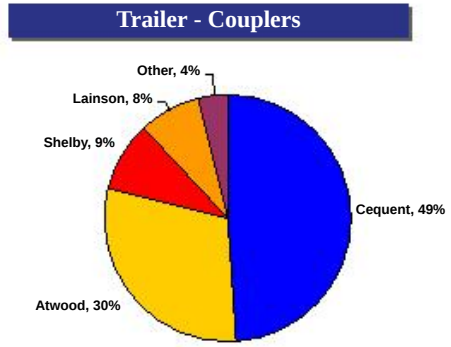
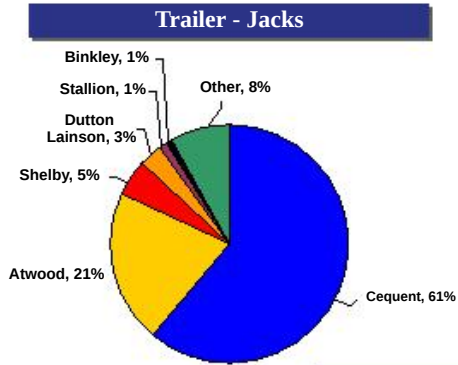


Electrical Products

TEKONSHA®
Bargman. **Wesbar.**



Cequent Trailer & Electrical – Market Share

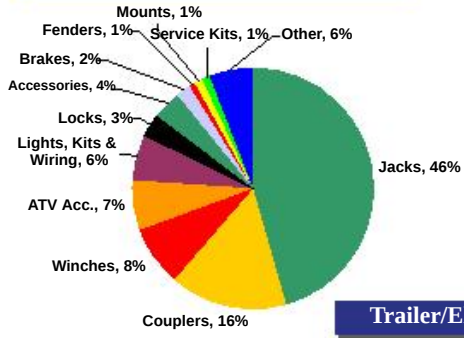


Source: Internal company estimates

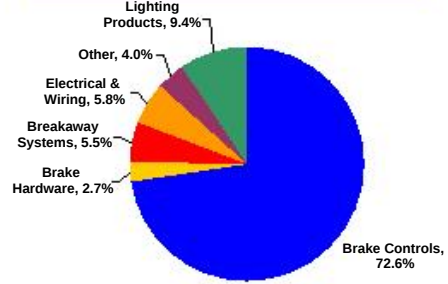


Cequent Trailer & Electrical Products

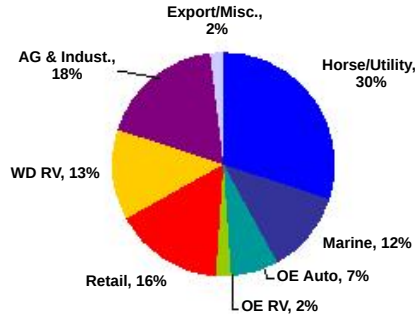
Trailer – Sales by Product Line



Electrical – Sales by Product Line



Trailer/Electrical Trade Sales by Channel



Source: Internal company estimates



Cequent Trailer & Electrical – Top Customers



Ford Motor Company



Trailer & Electrical 2005 Initiatives

Trailer/Electrical 2005 Initiatives – Revenue Growth

- Target opportunities include additional trailer brake control options, manufactured electrical control modules and integrated connectivity within automotive OEM
- Target opportunities for expansion in RV and Specialty OEM include LED taillights and couplers and jacks where Cequent has not pursued business in the past
- Target opportunities for expansion in RV distribution include an LED taillights replacement program, enhanced lighting line, new trailer brake control technology and couplers/ jacks where Cequent is not a market share leader
- Target opportunities in Horse, Livestock & Utility include the introduction of new electric jack, the introduction of new gooseneck couplers in a HD capacity, the enhanced lighting program and an enhanced line of connectivity
- Target opportunities in Marine Trailer Manufacturers, Marine Distribution & Marine
- Retail include LED based illumination, our import jack expansion and the introduction of our pivot coupler and actuator
- The launch of a Bargman branded electrical t-connect line in Q4
- Electrical harness opportunities within the Agricultural and Industrial channel
- New category growth of couplers and jacks within the RV OEM channel



Cequent Trailer Products – Market Update

■ Current Market Conditions

- Trailer OEM Feeders currently busy with FEMA orders (dump and construction trailers in high demand)
- Marine suffering from years of decreased demand, will be impacted by fuel costs even more
- Ag and Industrial has been steady, impacted by fuel prices that consume budgets in lieu of capital purchases
- Q4 will be stronger than previous estimates, could see some FEMA trailer build impact, some peripheral RV support

■ Opportunities

- RV manufacturer penetration with steel parts and electrical
- Off-shore sourcing
- More Mexico production

■ Threats

- Fuel prices impact travel, capital budgets for equipment, the “blue collar” marine purchases
- Chinese imports and infringement of our patents, below market pricing



Cequent Electrical Products – Market Update

■ Current Market Conditions

- Trailer OEM Feeders currently busy with FEMA orders (dump and construction trailers in high demand)
- RV distributors working off inventories this year, should buy into the Q4 dating for upcoming Q1 '06 shows
- RV OEM will add one month of sales of lighting products for FEMA in Q4
- Auto OEM will remain constant in Q4

■ Opportunities

- RV manufacturer penetration with steel parts and electrical with our consolidated sales channel approach
- Lighting line expansion, new catalog, new products (i.e. LED)
- Q1 '06 rebuild of RV inventories on dealer lots

■ Threats

- Chinese imports, below market pricing
- Fuel prices on RV buyers





A Heartland Industrial Partners' Company

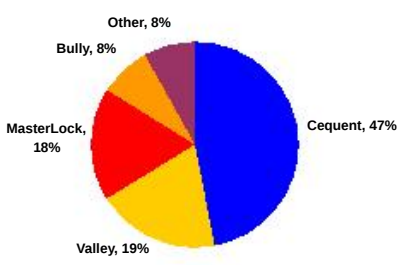
Cequent Consumer Products

Craig Manchen, President

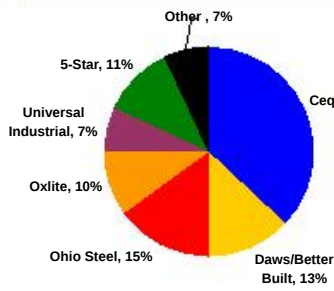


Cequent Consumer – Market Share

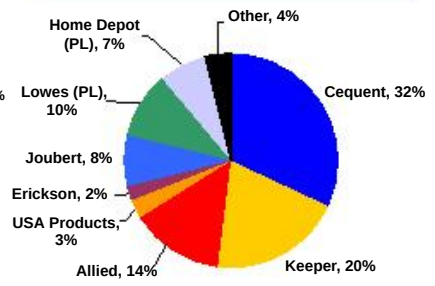
Towing Accessories



Loading Ramps



Tie Downs & Stretch Cords



Source: Internal company estimates



Cequent Consumer Products

Cargo Management Products

- Load:** A full line of aluminum, steel and plastic loading ramps and ramp kits provide sturdy, safe loading of motorcycles, ATVs, lawn tractors and other equipment.
- Anchor:** Anchor systems and hardware to anchor heavy loads, attach tie downs, truck caps, toolboxes, camper shells, over-the-rail bedliners, tonneau covers, antenna mounts, cab extenders and more.
- Secure:** A complete line of tie downs, tarp straps, stretch cords and bungee cords to meet all securing needs. Products are available in a wide number of styles to match specific use.
- Carry:** Products which expand vehicle carrying capacity, which include roof top, rear and hitch mount carriers for luggage, bikes and construction.
- Organize:** A wide range of products to organize vehicle and garage, including the new award winning Space Master cargo organizer, truck and storage nets, cargo bars, and a complete line of garage organization products.
- Protect:** Keeps vehicles looking SHOWROOM NEW with Cargo Liners, Floor Guards, All Weather Floor Mats, Hump Liners, and Splash Guards. Custom fit vehicle protection for trucks, cars, vans, and SUVs.



Cequent Consumer Products

Towing, Trailering and Electrical Products

- Hitches:** Multi-fit and customer fit hitches for a wide range of vehicles, from light duty to heavy duty applications.
- Towing:** Complete range of towing accessories for any usage application, including ball mounts, hitch balls, locking accessories, heavy duty towing products, and safety chains. Hitch Balls and ball mounts feature our exclusive InterLock™ design.
- Trailer:** Full line of trailer accessories to fit marine, utility and agricultural trailers. Products include couplers, jacks, winches, and wheel bearing kits.
- Electrical:** Products that connect the towing vehicle to the trailer, including, brake controls, adapters, universal and custom electrical connectors, and wiring kits.
- Lighting:** A broad line of trailer and towing lights for marine, utility and agricultural trailers. Products provide added safety and visibility, and include clearance markers, reflectors, stop/turn/tail lights and submersible light kits.



Cequent Consumer – Market Update

- Retail sales of Towing/Tie Down/Trailer Products has been growing at a rate of 3-5% over the last four years
- Retail sales in 2005 started very strong earlier in the year: 10% sales growth
- Now experiencing softness in sales due to high gas prices (less disposable income and lower store traffic) – flat with last year
- Retail market share growing on DIY (Do It Yourself) Towing Accessories (e.g., non-application-specific hitches, balls, ball mounts, locks, etc.)
- Retail market share also growing on DIY Tie Downs and Trailer Products (easy to use products priced at a value)
- Application-specific hitches buying through OE or Installer (hard to install, substantial retailer inventory commitment)
- Consumers are looking for value (quality, name brand products, at fair prices)



Cequent Consumer – Opportunities & Threats

Threats

- Competition is more experienced in off-shore sourcing – CCP now has major initiatives underway
- Competition has focused on innovation to penetrate our shelves – increasing our focus on innovation
- Consolidation of retail customers has created extremely large customers with high leverage
- Some of these customers are looking to source our products directly from Asian sources

Opportunities

- Reese brand name stand for quality to both the consumer and retailer
- Retailers understand the importance of the Reese brand – worked with us during our integration hardships in 2004
- Currently raising pricing/profits on towing items as customer service improves
- Extending the Reese brand into other product categories (Tie Downs, Electrical, Lighting, Marine)
- Switching production to lower cost Asian sources, while maintaining strict quality specifications
- Consolidating warehousing/shipping of all retail products for cost savings and ease of servicing customers
- Expect profitability and sales to grow substantially in 2006 and beyond



Cequent Consumer - Opportunities (cont'd)

- Top accounts offer significant growth potential
 - Major retailers are committed to double-digit growth
 - Combined, these retailers open hundreds of new stores each year
 - Acquisitions by major retailers are common, e.g.,
 - Advance Auto recently acquired American International (65 stores) and Lappens Auto Parts (18 stores)
 - O'Reilly recently purchased Midwest Auto (65 stores)
 - Wal-Mart expanding globally



WAL★MART®

LOWE'S





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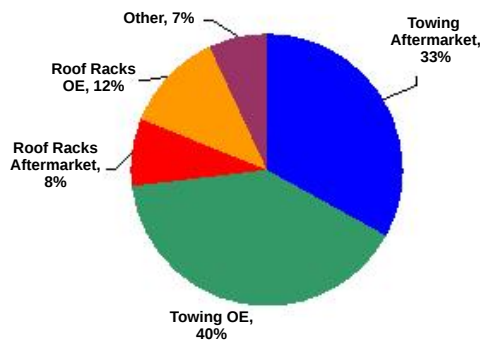
Cequent Australia

Ed Schwartz, Group President
Cequent Transportation Accessories



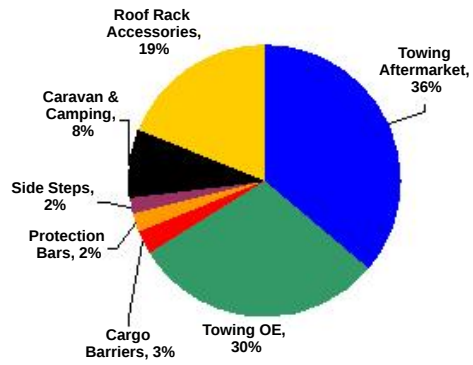
Cequent Australia

Australia Sales by Channel



Cequent Australia

Estimated Sales by Product



Top Customers

Toyota
Ford
Nissan
GM Holden
Subaru



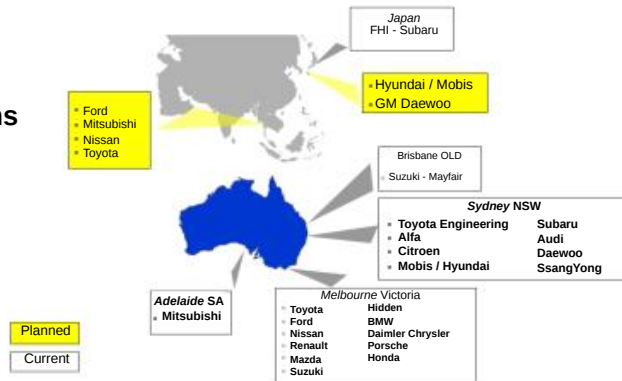
2006 Imperatives - Business Partners

- **TriMotive enjoys tremendous relationships with OE vehicle manufacturers**

- Represented with every marquee in Australia
- Relationships with parent overseas (Japan, Thailand, Korea)
- Awarded supplier
 - Q1
 - Toyota President Award
 - Nomination yearly since 2000

- **Established Corporate Organizations**

- Trust
 - IP
- Stringent standards
- Long term relationship building
- Recognize value add
 - Expect continued investment
 - Innovation



Cequent Wrap-Up

- Events beyond our control are impacting the Cequent group of companies
 - Gas prices
 - Weather (Katrina/Rita)
 - Economy

- We are dealing with these events on a number of fronts
 - Sales initiatives
 - Cost reductions – Road to Recovery
 - Price increases – Road to Recovery
 - Customer/market tough decisions

- We appreciate your support and thank you for attending

- Q&A?





Thank You!

