

## **PRODUCT BULLETIN #423**

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Date: June 26, 2020

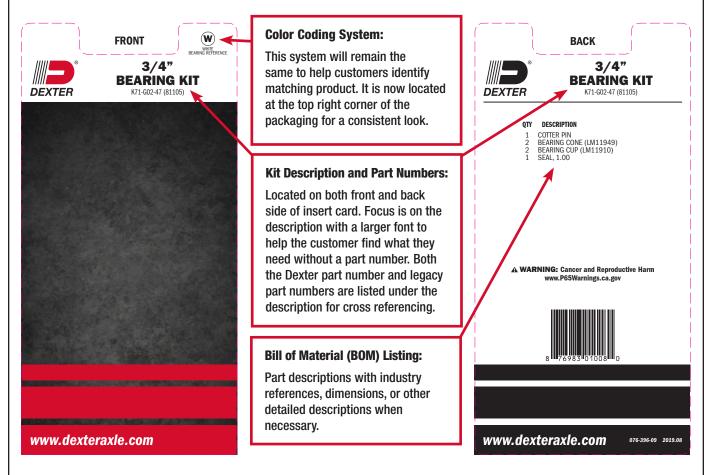
### Subject: Aftermarket Kit Re-Design from legacy Tie Down Engineering to Dexter

Dexter is making some important changes to it's legacy brands. Over the past several years of strong growth and product diversification, we have had the opportunity to expand our brands. Based on customer feedback we are reducing the complexity of our brands.

Legacy Tie Down retail aftermarket kits, including Tow Zone and Long Run, are being redesigned and branded Dexter. Several kits will be discontinued or consolidated into other kits. With the consolidation, kits will have new part numbers and UPC numbers. This product bulletin will be one of several regarding kit branding and consolidation.

Below are samples of how the packaging is changing.

#### **Example of insert card:**



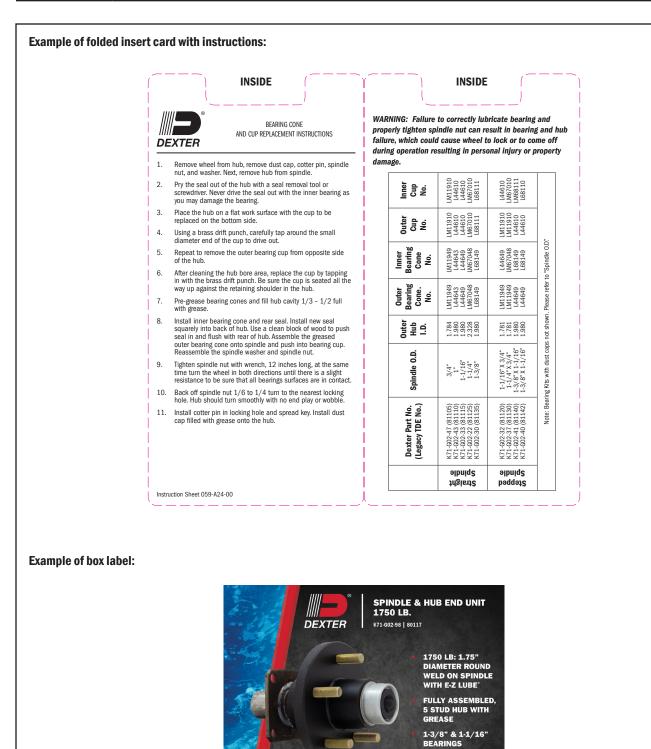
There are multiple shapes and sizes of insert cards, but they all will have these same items listed above in a similar location.

Additionally, several of the kits will no longer have a loose instruction sheet. Instead, they will be printed on the inside of the insert card of the package. The folded insert card allows for larger text size to be used and less crowding of the words making it easier for the end customer to read. Instruction sheets for kits will also be available at <a href="http://www.dexteraxle.com/resources/installation-instructions">www.dexteraxle.com/resources/installation-instructions</a>.



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**KIT INCLUDES:** 

grease.

Spindle with E-Z LUBE<sup>\*</sup>, hub with cups, bearings, seal, dust cap, cotter pin & lug nuts. Fully assembled with marine grade

www.dexteraxle.com

FITS 2" X 2" X 3/16" SQUARE TUBE



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The changes in branding and packaging are a running change.

An Excel file with the cross reference of the legacy Tie Down, Long Run, and Tow Zone aftermarket kits to the new Dexter part numbers and UPC can be downloaded here: <u>https://www.dexteraxle.com/docs/legacytde</u>

Please contact your Dexter account manager for additional information and further assistance.

Jg Glinkamon

Jay Klinkerman Market Manager