

GOING UP? ANALYZING SUSPENSION TRENDS

OFF-ROAD

BUSINESS

THE AUTHORITATIVE
INDUSTRY SOURCE

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*Tread Lightly's Jill Scott
and Lori McCullough*

CALL TO ACTION!

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Key to the content of *Off-Road Business* is bringing you the hottest new products from various off-road vehicle-specific manufacturers. Beyond the standard press news, however, our Parts Counter section attempts to deliver a whole lot more.

While many of the following listings include basic product information along with an image, many manufacturers want to share more than basics. To that end, these companies also offer marketing tips, inventory suggestions, facts about their products' benefits to your retail line, and even margins you might expect. So for those looking for new products, watch here for the latest stuff. For manufacturers who wish to market new products that can truly attract retailers, installers or manufacturers as well as leverage your line, please forward the pertinent information to:

Off-Road Business
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Santa Ana, Calif. 92707
krudiger@advanstar.com

Include a detailed product description, high-resolution photo, MSRP, dealer margin, marketing tip and company contact information. Please note, e-mail is the preferred point of contact.



2007 EDITOR'S CHOICE

A. DAYSTAR ANNOUNCES LEVELING KIT FOR TOYOTA TUNDRA

Daystar Products just gave Toyota owners something to smile about. Its new 3-inch leveling kit is available for both 2WD and 4WD models of the 2007 Toyota Tundra. Daystar has designed this system to raise the front a full 3 inches, making for a level ride all the while maintaining the stock factory ride. This kit requires no welding or drilling, installs on top of the stock coilover without disassembly and comes complete with plated stud extenders. All hardware is included; this product (Part no. KT09125BK) is \$149.95.

CONTACT:
Daystar Products International Inc.
841 S. 71st Ave.
Phoenix, Ariz. 85043
800-595-7659
www.daystarweb.com

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B. WESTIN MANUFACTURES NEW E-SERIES BULL BAR

Westin Automotive's new E-Series Bull Bar is now available for certain Toyota, GMC, Ford, Dodge, Chevy trucks and SUVs. Manufactured from polished, 3-inch-diameter stainless-steel tubing. This product adds extra front-end protection and ground clearance. Steel skid plate and mounting kit are included and backed by Westin's lifetime warranty.

CONTACT:
Westin Automotive
5200 N. Irwindale Ave., Ste. 220
Irwindale, Calif. 91706
800-345-8476
www.westinautomotive.com

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