



TranSender™ Running Boards



09 Dodge Ram

- Available in four distinctive styles to enhance the appearance and value of your vehicle.
- Tough molded ABS plastic with step tread.



- Bright or black smooth aluminum with end caps and step tread.



- Factory style, molded TPO plastic.



- Diamond Bright aluminum with end caps.



- Custom brackets require no drilling into body of vehicle when body mount holes are provided.

- Brackets sold separately.



09 Ford F150 SuperCrew



08 Nissan Rogue

- ABS boards and end caps are UV protected and look great black or can be painted to match your vehicle for a true custom look.
- All four styles are available in nine lengths: 40", 54", 60", 64", 69", 75", 80", 86", & 90".

Owens Products, Inc.
1107 Progress St.
Sturgis, MI 49091

www.OwensProducts.com
Phone: 800-726-9367
Fax: 800-942-9877



TRUCK COVERS USA's 2008 Toyota Tundra project truck is dubbed "THE MIDNIGHT ALL-STAR MVT (Most Valuable Tundra)." This sleek, sophisticated, dark executive model truck is for the "player" in all of us. Just as stars come out at night, so will their "All Star" shine! This truck was built and accessorized with as little chrome as possible – black accessories were used wherever possible. Latest developments in LED lighting technology are showcased. Truck Covers USA's new carbon fiber truck cover debuted on this truck, but that is just one of the surprises! Graphics and accessories enhance the truck's theme. Vehicle modifications and accessories were distinctly chosen not just for looks, but for endurance and purpose. For the soccer mom or the pro, the Midnight All-Star MVT is a winner!

Specialized accessories to hold & haul sports equipment such as surfboards, skis, bicycles, and the like also appear on this project vehicle. A new roof rack facilitates easy unloading.

Besides being at the SEMA Show, the promotional plan for this vehicle includes exhibiting at the L.A. and San Diego auto shows, Web site advertising; print advertising (brochures & magazines); press releases and editorial. In addition this truck is made available to a dealer base of 300-plus dealers throughout the West Coast & Texas for the motor shows that they attend.

This vehicle will make constant road trips throughout California, Arizona, and Texas, visiting auto dealerships, retail truck accessory shops, and any other possible venues (small local shows, etc.) on the way. In addition, a major road trip is planned up and down the entire California coast, where this truck will visit Toyota dealerships, automotive aftermarket fitment retailers, and Truck Covers USA's own personal dealerships.

Enthusiast coverage will be sought in Sportsman's Gear, The Enthusiasts Network (TEN), *Truck Builder*, *Truckin'*, *Sport Truck*, *8-LUG & Diesel Power*, *Diesel World Magazine*, *RV Pro*, *Trailer Life*, *Truck Trend*, *Texas Fish & Game*, and *Street Trucks*; *Off Road Magazine*.

Modifications include:

- AMP Research: Side steps
- American Cargo Lights; Unique LED lighting system designed by Truck Covers USA and manufactured by 3M
- American Spring-Step: "Toyota" logo artwork design
- Aries Automotive: Brush/Grille Guard
- BAER: Rotors, calipers, and brakes
- Borla: Performance exhaust
- BullyDog: Triple Dog Downloader
- Giovanna: Wheels
- Go-Light: Remote control spotlight
- Ground Force: Leveling suspension kit
- K&N Engineering: AirCharger high performance air intake
- Katzkin: Rawlings leather interior
- Line-X; Spray-On Bed Liner
- Sierra: Rack
- SONY: Complete Audio, Video, Mobile Internet, and Navigation System
- Toyo: Tires
- T-Rex: Grille
- Truck Covers USA: American Roll Cover – Retractable Tonneau Cover – in their new carbon fiber powder coat
- Yakima: A unique new Rack to work in conjunction with our American Roll Cover

For more information phone 888-808-2872 or visit www.truckcoversusa.com. Please tell them you saw it in *Trucking Times*.