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# SPORTSMAN'S GEAR Magazine

Ultimate Accessories for the Truck and Jeep Owner and the Outdoorsman.

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# High-End Truck Covers Blaze a Trail in the Market.

*Driven by growth and the insatiable need to advance, even in the tough times, Truck Covers USA continues to create new products and expand their customer base.*





**E**xceeding expectations within brand name recognition and sales is not an easy task in today's market. Hanging tough in challenging times is something that Truck Covers USA knows well. Truck Covers USA began manufacturing and distributing their first roll cover tonneau line in 2001, at a facility in San Diego, CA. Ten years and seven SEMA Shows later, they prepare for their biggest year yet! They have experienced substantial growth in their dealer network and fleet industry business since SEMA 2010. It was at this show, that they wowed attendees and exhibitors alike, and as they plan for SEMA 2011 and beyond, they are confident that they will continue to be the name associated with the best high-end tonneau cover. A two-time SEMA Award Winner (2006 & 2009), Truck Covers USA is truly an industry leader.

Their signature product is the American Roll Cover. With 10 years in the industry and a strong commitment to quality, Truck Covers USA has gained a reputation in the market for having the very best product and providing unequalled service to their customers. They insist on a highly trained staff, cutting edge design, state of the art materials and undivided attention to the smallest details. Driven by both consumer feedback and a passion for excellence, they produce superior products for the industry.

The company's success has proven that there is a huge demand for a high-

quality, premium roll cover. They've also proven that price becomes less of an issue when the consumer is buying quality, durability and can see the value. Nils Forssman, President of Truck Covers USA, believes that the truck marketplace has evolved into a showplace of possibilities and opportunities. Truck Covers USA is continually perfecting and upgrading their signature product, the American Roll Cover, with new innovations such as the keyless entry. They discovered another niche in the market and developed the American Work Cover, a tool box and roll cover combination. "The cover is awesome looking with the same unsurpassed quality," says Forssman. "A must have for any work truck and an industry first."

"Consumers are smart," continues Forssman. "They do their homework, compare covers and know the differences. They are prepared to pay for quality that comes with value. Truck Covers USA will continue to improve and revolutionize the roll cover industry with their innovative research and product development." Forssman also says that the company is committed to educating those retail truck accessory dealers who do not yet know enough about Truck Covers USA and its products.

With new innovative features and products for 2011, Truck Covers USA sets itself apart from the competition. "The company is not in business to produce truck covers that represent the

industry standard, they are in business to become the industry standard," says Forssman. "After seeing the number of requests rapidly growing for the American Roll Cover to be modified to fit a particular truck bed along with an existing tool box, research and development was implemented to combine these two much needed products for the ideal work truck combination; Security, Style and Simplicity," he added. The American Work Cover has become the preferred unit for fleets across the nation.

Fleet business is a market that once tapped successfully, with the right quality products, is gold. With GSA (Government) Contract approval, Truck Covers USA covers some of the best fleets in the nation – U.S. Marine Corp, Dept. of Homeland Security (DHS), DEA, FBI, U.S. Border Patrol, U.S. Forest Service, State & City Police and Fire Depts., City & County Water and Utility Depts., and private sector fleets. When it comes to retractable Tonneau covers, Truck Covers USA is #1 in this market from both a product and customer service standpoint. Truck Covers USA is the industry leader.

For more information you can contact Truck Covers USA at 888-808-2872 or visit them on the web at [www.truckcoversusa.com](http://www.truckcoversusa.com).