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## Horizon Global and TriMotive Americas Win Most Engaged Social Media Sponsor at Detroit Grand Prix

**Plymouth, Mich.**, (August 23, 2017) – Horizon Global and its OEM division, TriMotive Americas, are tops when it comes to Tweets, winning the contest for Most Engaged Sponsor at the 2017 Chevrolet Detroit Grand Prix presented by Lear.

The contest, held from Tuesday, May 30 through Sunday, June 4, challenged Grand Prix sponsors to engage with drivers, fans, and other sponsors online through Facebook and Twitter, with the winner being awarded tickets to the Penske suite at a Detroit Tigers game at Comerica Park in Detroit, Mich.

“The Detroit Grand Prix is a huge event with lots of big-name sponsors, so we knew it was going to be a tough contest to win,” said Horizon Global Americas events manager Carol Doney.

Sponsors were required to use specific handles and hashtags for the event when posting online. Engagement was tracked through analytics by a Grand Prix staff member to determine who had the most online presence. In the end, TriMotive and Horizon Global beat out 76 other sponsors in the challenge.

“Winning this contest is a testament to the team players we have at TriMotive and Horizon Global,” said TriMotive vice president and general manager Mike Sislo. “It shows a true embodiment of the Company initiative: One Team, One Goal.”

You can connect with the brands touted during the contest on Facebook here: [Reese](#) and [Tekonsha](#). You can also connect with [TriMotive](#) on LinkedIn.

### **About TriMotive.**

TriMotive is the industry’s largest manufacturer of OE towing and trailering products. Each product is engineered and tested to meet and often exceed the industry’s highest standards. Products include many structural, electrical, and cargo management systems with a focus on vehicle specific trailer hitches, electric trailer brake controls, cross members, fifth wheel hitches, gooseneck hitches, weight distribution systems, custom-designed and standard electrical harnesses. Cequent is a subsidiary of Horizon Global Corporation. For more information, visit <http://www.trimotive.com>.

### **About Horizon Global Corporation.**

Horizon Global is the #1 designer, manufacturer and distributor of a wide variety of high-quality, custom-engineered towing, trailering, cargo management and other related accessory products in North America, Australia and Europe. The Company serves OEMs, retailers, dealer networks and the end consumer as the category leader in the automotive, leisure and agricultural market segments. Horizon provides its customers with outstanding products and services that reflect the Company’s commitment to market leadership, innovation and operational excellence. The Company’s mission is to utilize forward-thinking technology to develop and deliver best-in-class products for our customers, engage with our employees and realize value creation for our shareholders.

Horizon Global is home to some of the world’s most recognized brands in the towing and trailering industry, including: Reese®, Draw-Tite®, Westfalia®, Hayman-Reese™, Bulldog®, Tekonsha®, Fulton® and ROLA®. Horizon Global has approximately 4,300 employees in 64 facilities across 20 countries. For more information, visit [www.horizonglobal.com](http://www.horizonglobal.com).

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