



## HORIZON GLOBAL RENAMES ITS OEM GROUP TO HORIZON AUTOMOTIVE

PLYMOUTH, Mich., (March 26, 2018) – Horizon Global, one of the world’s leading manufacturers of branded towing and trailering equipment, announced today that TriMotive has officially changed its name to Horizon Automotive, a global group focused on producing business with manufacturers and suppliers within the automotive OE channel. The group has been renamed to align the Company’s corporate identity and elevate the group’s name recognition.

“Since becoming a public company, Horizon Global has moved toward consistent branding across all our operations in order to clearly articulate our collective company visual identity, our geographic reach, and our ability to deliver products and solutions that meet the needs of our customers and end users,” said Mark Zeffiro, president and CEO of Horizon Global. “We’ve grown our global business significantly since becoming public two years ago, and our logo and company name is recognizable around the world. The renaming of our OE group represents another important action that will further unify our global team and enhance our ability to better serve our customers, suppliers, and other stakeholders.”

Horizon Global previously unified its three regional business segments as Horizon Global Americas, Horizon Global Asia-pacific, and Horizon Global Europe-Africa. The new Horizon Automotive identity is now represented with a new logo, serving its global OE team and aligning with the design of the corporate logo.

“Renaming our OE group creates a more unified look and feel across the Company,” said Mike Sislo, vice president of Horizon Automotive. “This new customer-facing name aligns the OE teams with our company identity, strengthens existing relations, and generates new business opportunities.”

The new Horizon Automotive logo will be unveiled as part of the Company’s sponsorship of Team Penske in the 2018 IndyCar Series. Over the next several months, the new logo will be represented on the No. 22 Team Penske Chevrolet, and on the firesuit of its driver, Simon Pagenaud.

### **About Horizon Global.**

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 its customers, engage with its employees and realize value creation for its shareholders.

Horizon Global is home to some of the world’s most recognized brands in the towing and trailering industry, including: BULLDOG, Draw-Tite, Fulton, Hayman Reese, Reese, ROLA, Tekonsha, and Westfalia. Horizon Global has approximately 4,300 employees in 58 facilities across 21 countries.

For more information, please visit [www.horizonglobal.com](http://www.horizonglobal.com).

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