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## ROLA® OFFERS NEW MODULAR ROOF RACK SYSTEMS

**PLYMOUTH, Mich. (May 01, 2018)** – ROLA® offers a new line of cross bars. The Modular Rail Extreme Cross Bar Systems are comprised of four cross bar lengths and four end support mounting styles to fit most vehicles. The modular bars are manufactured with anodized aluminum alloy, making them the strongest, lightest roof racks on the market today.

Rubber buffer strips deliver a quiet ride with no drag or wind noise, while the universal T channel slot allows for extreme carrying of mount accessories. An integrated under-cover slider and measuring system make installation quick and easy.

The Modular Rail Extreme Cross Bar Systems come in four styles: the Door Frame Extended (DFE) Series, used for vehicles with door frame or normal roofs; the Fixed Point Extended (FPE) Series, used for vehicles with fixed mounting point roofs; the Rail Bar Universal (RBU) Series, used for vehicles with raised side rails; and the Rail Bar Extended (RBE) Series, used for vehicles with unique raised or flush side rails.

“It was imperative for us to build all four styles to be strong and versatile, allowing users the ability to transform their vehicles into bike-hauling, kayak-lugging, cargo-carrying machines,” said David Pinkston, senior design engineer for the ROLA brand.

The Modular Rail Extreme Cross Bar Systems are available as a fully configured kit or for purchase separately in sub kits. ROLA also offers a unique key-alike lock kit in single, four, or eight unit packs. The lock kits – sold separately from the cross bar systems – allow the same key to be used on all ROLA lockable accessories.

### **About ROLA.**

Born in Australia as an invention of an avid Aussie windsurfer looking to create the perfect roof rack, ROLA has been a premier vehicle outfitter of roof racks and cargo management products for more than 30 years. ROLA’s selection of rugged yet stylish items includes bike carriers, cargo baskets & bags, roof racks, luggage carriers, organizers and accessories. ROLA® - just add adventure. For more information, please visit [www.rolaproducts.com](http://www.rolaproducts.com).

### **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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