



60 Years of Valley Hitch

Valley now produces over 400 styles of hitch, made in the USA

In 1947, a small company in California's Central Valley began manufacturing trailer hitches as a way to help farmers get their crops to market. Their goal was to find safer, more efficient means of connecting a trailer to a tow vehicle. Sixty years later, Valley, a division of Thule Towing Systems North America, produces over 400 hitch styles. Over time, Valley's product line expanded to include trailer balls, tow hooks, weight-distributing, 5th wheel and gooseneck hitches, a complete line of wiring products and brake controllers as well as other items—such as their new line of Power Pull™ Xtreme Series hitches for heavy-duty applications—that answered the increasingly sophisticated demands of the modern driver. Business doubled—and continued to double—and soon distribution grew to include all 48 contiguous states, as well as many successful partnerships with original equipment manufacturers (OEM). In 1991, Valley opened a manufacturing operation in Madison Heights, Michigan, to focus on the growing OEM portion of its business. Strategically positioned, Valley was now located closer to much of its OEM customer base, to better service their needs.

Eight years later, the Madison Heights OEM division was renamed Valley Automotive, while the aftermarket segment continued to operate under its original name—Valley Industries—with administrative, manufacturing and warehouse offices in Lodi, California.

Today, Valley operates as a natural extension of Thule, the world leader in Sports Utility Transportation (acquisition completed in September 2006). Valley towing systems represent

a new product segment in the Thule business model which offers transportation solutions for active consumers wanting to transport their gear by vehicles safely, easily and in style.

Visit www.valley.us.com ■

At just over 10 years in the biz, Valley produced the above catalog in 1958. An early Valley hitch on this 1955 Ford Country Squire wagon, left, is displayed at the Smithsonian Institution.



BedRug Mat

For spray-on and drop-in bedliners

Pickup owners with a spray-on or drop-in bedliner can now add the protection and comfort of a BedRug® to their trucks. Like the standard BedRug, the BedRug Mat from Wise Industries, Inc., is made of rugged polypropylene fiber bonded to a bottom layer of polypropylene foam. It is gas, oil, bleach and acid resistant, easy on the knees and easily cleaned with a garden hose, vacuum or pressure washer. It looks and feels just like plush carpet, enhancing any pickup. The BedRug Mat for spray-on bedliners retails from \$129 to \$169 depending on truck make and model. An optional tailgate section is \$49. BedRug Mat for drop-in liners retails from \$89 to \$114. Visit www.bedrug.com ■



Tundra Utility Cap

A.R.E. Deluxe Commercial Unit

Leading truck cap and tonneau cover manufacturer A.R.E. has created a version of its popular Deluxe Commercial Unit (DCU) for the 2007 Toyota Tundra (all cab and box configurations). Options include roof racks, various toolbox configurations, a selection of window and door sizes and a polyester fabric liner designed to prevent interior condensation. Units are available in 23, 26, 29 and 36-inch heights. Strattec® OEM automotive grade lock cylinders in folding T-handles on all doors protect valuables, and cam action deadbolt lock rods with a center point lock provide trouble-free operation. Three-year warranty on materials and workmanship. Visit www.4are.com ■