

PRESS RELEASE

8-29-16



FOR INFORMATION CONTACT:

Sundowner Trailers, Inc.

800-438-4294

9805 OK Hwy 48 South

Coleman, OK 73432

www.sundownertrailer.com

Sundowner Celebrates 40th Anniversary with Exciting New Products

Coleman, OK --- The industry's most exciting new products are Sundowner's Pro Grade Toy Haulers, their XTRA Series Transporters and their sport utility trailers. Stop by the Sundowner booths at the NATDA Trade Show and Convention and see for yourself. Join in the celebration as Sundowner Trailers celebrates their 40th Anniversary as the leading horse and livestock trailer manufacturer.

The one word that best describes Sundowner Trailers over the years is "responsive." As they did 40 years ago in the very beginning, Sundowner continues to look for what is most important to consumers and responds by designing and building in that direction. Whether it's a new feature on an existing trailer, a totally new trailer design, or even a completely new product line, they continue to listen and respond.

The research and development and engineering departments at Sundowner design trailers to anticipate and answer changing market needs and tastes with the goal of building what the customer wants and what the dealer can sell. Both new and veteran dealers contribute to this process, and both benefit from the results (whether the dealer offers only a few trailers or an entire product line).

From the beginning in 1976 as a small, family-owned business, Sundowner wanted to build the very best horse and livestock trailers. So they did. They soon became known for their pioneering innovation and experienced much success over the years. (Most recently they again received the award for the "Largest Number of New Horse Trailer Registrations.") Being a privately owned and developed company, Sundowner has been able to assure a more responsive and flexible approach to doing business. This dealer-friendly "can-do" approach continues to provide solution-oriented services to dealers. For example, Sundowner University—a specialized training program aimed at educating dealers on all aspects of Sundowner trailers—enables dealers to better serve their local markets. The program focuses on product knowledge and advancements, features and benefits, new manufacturing technologies developed by Sundowner, and the all-important value of exceptional customer service. Live demonstrations and hands-on sessions are incorporated as effective training tools.

After years as the industry leader among horse trailer manufacturers, Sundowner Trailers has become known for their pioneering innovation in aluminum trailers—with and without living quarters. The company has applied the same know-how in creating transport trailers for recreational and business use. In fact, Sundowner's cargo trailers, utility trailers, car haulers, and, most recently, their Pro-Grade Toy Haulers and XTRA Series Transporters all reflect this commitment to innovation. And every Sundowner trailer comes with a three-year Hitch-to-Bumper Warranty and an eight-year Structural Warranty.

Today, tens of thousands of Sundowner trailers have been manufactured—all by the same company, by the same people, and at the same location. The owners haven't changed, and neither has their commitment to responding to change in a positive, pro-active manner. In an ever-changing world of buy-outs, downsizing, mergers, and closures, there's a lot to be said for stability. At Sundowner Trailers, you know who you're dealing with today and that they'll be here tomorrow. Sundowner continues to be responsive by building their future on what they build today.

Sundowner Trailers, Inc. is based in Coleman, Oklahoma. For more information go on on-line at www.sundownertrailer.com , call 800-438-4294 or email info@sundownertrailers.net .

