

NUMBER BS.8016.071615
PUBLISHED July 27, 2015
EFFECTIVE August, 13, 2015
SUBJECT **Introducing Exciting New Changes to the Wide Ride II+Serta® Seat**

A New Name

To coincide with other changes in our Wide Ride seating line-up, we've renamed the Wide Ride II+Serta® to simply be the **Wide Ride+Serta®**. The Wide Ride+Serta offers the features that our customers loved on the Wide Ride II but with some important enhancements that we'd like you to be aware for orders placed on and after August 13, 2015.

- A new optional heating & ventilation system will be offered in genuine leather with high back
- Improved ride quality with a new high-performance shock absorber will replace the existing adjustable shock absorber
- Twelve trim options will be available in Ultraleather™ (7), Titan cloth (3) and genuine leather (2)
- A new two-tone black & saddle trim will be released in December 2015, in both Ultraleather and leather



Cool in Summer, Warm, in Winter

Our new optional heating & ventilation system will keep customers comfortable in all-seasons and climates. Cooling is achieved using a ventilation system that blows air through perforated leather in the seating surface. Both heat and vent functions can be set in three settings; low, medium and high. The heat/vent option is only available in the genuine leather option and only with a high seat back. However, the existing heating only option will still be available in Ultraleather and Titan cloth options.

Improved Performance

We've performance-tuned the Wide Ride II suspension to reduce more vibration than ever before with a new high-performance shock absorber. The change will deliver superior ride quality but will replace the previously used adjustable shock absorber. For customers needing to replace a shock absorber on their Wide Ride II, a service kit for the older adjustable shock will be made available or customers can use the new shock kit to upgrade.

New Trim Line-Up

In order to make our product easier to stock, we have chosen to reduce the amount of available trim codes from 22 on the Wide Ride II, to 12 on the Wide Ride+Serta. The chosen trim codes represent the vast majority of Wide Ride II seats sold so we are confident that customers will still be able to find the best option for their vehicle.

New Saddle Color

We're also excited to offer a new color to the line-up: Black & Saddle. The two-tone option will be available in Ultraleather for non vent system seats and in genuine leather for seats with vent system. The following pages have several tables and charts detailing the changes as part of this announcement.