

## **NEWS RELEASE**

**January 2017**

REDARC has joined the North American Trailer Dealers Association (NATDA). The NATDA is the trade association for trailer dealers in North America.

NATDA serves the light and medium duty trailer dealers and brings them together as a combined team. By uniting the trailer dealers within a professional business association, NATDA is able to provide dealers with benefits, programs and education. NATDA currently has over 380 businesses in its association of whom produce all segments of the trailer industry including cargo, living quarters, racing, horse, marine, dump, flatbed and toy hauler.

This is the second trailer association in the USA that REDARC have joined. Last week it was announced that REDARC had become a Supplier (Associate Member) of the National Association of Trailer Manufacturers (NATM), the trade association for manufacturers and suppliers to the trailer industry.

REDARC Export Manager Craig Herriot said, "By becoming members of the NATDA and NATM we are able to strengthen REDARC's position and involvement in the North American market which share similar attributes to the Australian market but on a much greater scale"

In September, REDARC will head to the 2017 NATDA Trade Show and Convention in Indianapolis, USA. With around 500 dealerships expected to attend it is the perfect opportunity for REDARC to provide hands-on demonstrations of our products, as well as build connections and networks with trailer dealers from North America.

Craig added, "Joining the NATDA is another great opportunity for REDARC to showcase our products to trailer dealers in the North American market. Our Tow-Pro Elite electric brake controller and BCDC in-vehicle battery charger range are natural fits for this market segment."

Becoming members of both the NATDA and NATM are the latest steps in growing the REDARC brand in North America. It follows the success achieved at the 2016 SEMA Show in which the Tow-Pro Elite was named a Global Media Award Winner, as well as the establishment of a distribution centre in North Carolina.