

## **FOR IMMEDIATE RELEASE**

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# **PENDA® DRIVES AFTERMARKET SALES THROUGH REFINED BEDLINER OFFERING**

***Company Offers 'Better-Best' Product Offering to Retailers,  
Helps Drive Profits for Truck Accessories***

**ATLANTA, GA, March 23, 2007...**Penda has enhanced its lineup of light-truck bedliners, giving retailers increased profit opportunities through a full 'better-best' product offering. Through the company's Penda Skid Resistor premium drop-in bedliner, Penda has helped hundreds of leading aftermarket retailers achieve a broad range of sales milestones plus recently added an all-new Pentaliner model to the product mix.

"Our premium and standard-level technologies give accessories retailers the ultimate product lineup for the light-truck owner," said Mike Deckard, vice president of marketing and sales for Penda Corporation. "We're able to offer two differentiated bedliners that easily illustrate the design and function differences between each product."

The Penda Skid Resistor – the first bedliner engineered to appeal to the growing market of truck owners – features ultra-premium bed protection that has an even "tackier" material for increased skid resistance. Among other key enhancements include a high-gloss material that is virtually impervious to fading and proven static dissipative technology.

Penda also offers the Pentaliner bedliner, featuring a blended skid resistant finish and precision-molded construction, is manufactured in a process far superior to competing standard-level technologies. Comprised of a textured material, the Pentaliner also is manufactured from highly detailed, application-specific molds that help ensure exceptional fit, like the Skid Resistor.

For additional information regarding the Penda Skid Resistor and Pentaliner bedliner products, please contact your Penda supplier, visit [www.penda.com](http://www.penda.com) or call **1-866-PENDA-99**.

## **About Penda Automotive**

Penda Automotive is a division of Penda Corporation, Portage, Wis., a leading manufacturer of precision-engineered thermoplastic components and technologies for the transportation industry and other markets. The Penda Automotive division is the premier

supplier of original equipment and aftermarket light-truck bedliners, thermoplastic tonneau covers and popular vehicle accessories. Additional company and product information is available online at [www.penda.com](http://www.penda.com)

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