



FOR IMMEDIATE RELEASE

## Trail King Launches New Website

MITCHELL, SD – Trail King Industries, Inc. the leading North American trailer manufacturer of open deck and materials hauling trailers serving a wide variety of markets, is pleased to announce the launch of their new website. The website has been designed to offer a user-friendly experience with improved navigation and functionality. With a heavy focus on making the customer experience better, Trail King offers updated content to reflect their new mission and more of what customers and dealers want.

Trail King has put an emphasis on three core areas: *Solutions, Services and Customers/Dealers*.

- **Solutions:** Product pages have been given a huge upgrade – there are product hotspots, updated images, links to literature, specs and video. The Solutions Section is *the* hub for Trail King products and will be constantly updated with new product information.
- **Services:** Trail King has rebranded the services suite of products. These services (*Parts, Refurb, and Finance*) are now easily recognizable under the Trail King brand and all of the information can be found under the Services navigation menu. Customers and dealers can complete their warranty registration and authorization electronically, right from the site.
- **Customers/Dealers:** There are added features for current and prospective customers to learn more about Trail King. Our Company section explains more about what the mission, *Building the Best Trailers in the World for Our Customers' Success*, means. Improvements have been made to the way that customers can connect to find the answers they need. The site has new forms for each applicable department, newsletter signups and LIVE CHAT! A Dealer Portal has been added to provide access to information for over 400 trusted Trail King dealer locations.

Trail King is excited to *Build Success* for customers, dealers and employees with these updates! For more information on Trail King and to view the site, please visit [www.trailking.com](http://www.trailking.com).

### About Trail King Industries, Inc.:

Trail King Industries, Inc., headquartered in Mitchell, SD, is the leading North American manufacturer of a complete line of trailers. With trailers ranging in load capacities from 12,000 to 1,000,000 pounds, Trail King designs, engineers, and manufactures trailers to serve a wide variety of applications for markets as diverse as construction, agriculture, transportation, waste and recycling, and specialized hauling. Over the years, Trail King has built a reputation for quality, reliability and performance that is unsurpassed. For more information visit: [www.trailking.com](http://www.trailking.com).

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