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BLOOMFIELD HILLS

TriMas continues expansion

By JOSEPH SZCZESNY Of The Oakland Press

TriMas Corp. continues to expand through acquisitions aimed at bolstering its holdings in niche businesses. The Bloomfield Hills-based manufacturing company said this week its Cequent Group had acquired a small company in distant Western Australia. Parkside Towbars, with annual revenues of approximately \$5 million, adds to Cequent's towing and truck accessory product line, Trimas officials said.

Terms of the transaction were not disclosed. However, Ed Schwartz, Cequent Group president, said Parkside, which is based in Perth, will be integrated with Cequent's well-established business in Australia, bolstering the company's presence in an attractive international market. Cequent's current business in Australia operates under the brand of Hayman Reese.

"Consistent with our strategy to expand internationally, the acquisition of Parkside Towbars provides us greater access to the robust Western Australian segment of the Australian market," said Schwartz.

"Parkside's recognized brand and established channel presence will generate new opportunities for Cequent products in this market. This acquisition will also allow us to expand into complimentary products, including front-end protection equipment for motor vehicles."

Cequent is a top designer, manufacturer and marketer of a broad range of accessories for light trucks, sport utility vehicles, recreational vehicles, passenger cars and trailers of all types.

TriMas, which has nearly 5,000 employees at 80 different sites in 10 different countries, makes a variety of products for commercial, industrial and consumer markets worldwide.