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SUPERTRAPP & RACEPRO PARTNER FOR EVENTS THROUGH 2011



Cleveland, Ohio

SuperTrapp Industries Inc announced today that it will be hitting the road over the next three years as part of Rob Hassay's ProTour. SuperTrapp will join the ProTour to promote its industry-leading exhaust systems at major rallies throughout the United States.

By joining the ProTour, SuperTrapp's Jeff Wells expects to increase direct sales, brand awareness and most importantly, support the many dealers who sell SuperTrapp. Jeff states, "We are very excited to be part of the ProTour and to know that SuperTrapp will be able to reach our customers face-to-face at every rally that matters. We will be using the ProTour to get customer feedback and to answer the tough questions from riders about SuperTrapp performance, quality and style." Jeff was quick to add, "We chose Rob and RacePro because of their long-standing reputation for results, their commitment to our success and because they make it so easy for SuperTrapp to have a major presence at events without breaking our budget or overworking our staff."

Hassay couldn't be happier to be re-establishing a relationship with SuperTrapp that dates back two decades. "SuperTrapp has always been the system of choice for racers, and virtually every XR750 I ever competed with on a mile or half-mile had SuperTrapp exhaust; they were one of my earliest race sponsors." Hassay went on to say, "SuperTrapp produces exceptional exhaust for the casual or performance Harley rider. We are pleased that Kevin Berger and Jeff Wells have chosen RacePro to take SuperTrapp to the people."

Wrapping-up, Hassay made the critical point that, "SuperTrapp's choice of RacePro (along with long-standing clients Mikuni, NGK and K&N) illustrates the fact that even when market conditions are tough, you must still put your product in front of riders whenever you can. The ProTour is the most economical and effortless way for any company to do just that!"

For more information and a 2009 ProTour schedule, visit:

www.888racepro.com

www.supertrapp.com