



Rola Roof Racks
20-50 Waterview Close
Dandenong South VIC 3175
ABN:60 004 546 543
A Division of Trimas Corporat

**Winner SEMA 09
Best Engineered Product**



ROLA® NV2™ Bike Carrier Awarded 'Best Engineered New Product' At SEMA 09

Cequent Performance Products, Inc. was recognised for the ROLA® NV2™ Bike Carrier as the 'Best Engineered New Product' at the 2009 SEMA Show in Las Vegas, Nevada.

In order to be considered, a product "must be identified as an engineering achievement that demonstrates innovative engineering development and one which advances the state-of-the-art technology in its particular field." The evaluation of the product includes several criteria:

- The engineering achievement was accomplished without over-complication of the product itself
- Efficiency in design
- Practicality and ease of assembly and installation
- Ease of service



"Launching new and innovative products that utilise new technologies allow us to offer more customer convenience and provides the opportunity for growth." states Steve Dimotakis, Director Sales & Marketing Cequent. "We recognise SEMA had a large selection to choose from and we appreciate their recognition of our effort".

About SEMA

SEMA (Specialty Equipment Manufacturing Association) has served the automotive aftermarket industry for 46 years, of which Cequent Performance has been a contributing member for over 20. This trade association consists of a diverse group of manufacturers, distributors, retailers, publishing companies, vehicle restylers and restorers, car clubs, professional race teams and more.

About the NV2™ Bike Carrier

The NV2™ 2-place bike carrier adds style and sophistication to the already extreme world of competitive and leisure biking. The NV2's convenient lightweight aluminium arms can easily be manipulated into three set positions for storage, loading, travel and boot access. The unique rubberised cradle system protects from scratches and allows bikes of all styles and sizes to be carried from the rim of the wheel and not the frame. This is especially convenient for those who have to carry both adult and child size bikes. The patented flip shank allows you to convert from a class 3 to class 4 receiver with the simple removal and replacement of a security pin and clip. Don't forget, those valuable bikes need to be kept safe while parked at your home, in parking lots or while at the race...Rola took special care to install a cable lock loop that safely secures them to the NV2, protecting your valuables.



The NV2 Bike Rack is part of Rola's extensive range, including roof racks, cargo management and cargo securing. Call our customer service team now to place your order on 1800 888 565 or email sales@rola.com.au



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Rick Rollins, SEMA Chairman, Jason Dreger, Cequent Performance Products - Product Manager, Gail Matheus, Cequent Performance Products - General Manager – Cargo Management, Paul Caruso, Cequent Performance Products - VP and General Manager , Chris Kersting, SEMA President