



E-Z Load Roof Rack System to Debut in Salt Lake City, Utah

Innovative new side loading roof rack system is designed for consumer convenience. Stop climbing your vehicle and bring your gear within reach.

([PRWEB](#)) March 6, 2003 -- Battle Ground, WA - Enjoying the great outdoors this season just got a lot easier with the launch of a new product designed to take the hassle out of loading and unloading sporting gear from your vehicle's roof.

A practical and much needed automotive accessory, the Talon Side Loading Roof Rack System is the solution to a problem experienced by anyone who owns a sport utility vehicle or minivan and has tried to load a canoe, kayak, bicycle, cargo box or other sporting gear on the roof.

The Talon system is unique due to its patented side loading technology, which is based on the idea of bringing the load bars of a roof rack to the side of a vehicle. With the rack at a comfortable position along the side of the vehicle, you can stand firmly on the ground and safely load or unload your sporting gear. No more climbing, straining or lifting above your head. The Talon also helps lift the load back to the roof with its dual 120 lb gas shocks built into the articulating linkage arms.

This innovative new invention will debut in the Salt Lake City, Utah area during the International Sportsmen's Expo at the South Towne Exhibition Center in Sandy, Utah. Dates for the show are Thursday, March 13th through Sunday, March 16th, 2003.

"The Talon system is one of a kind," says Scott R. Wessa from E-Z Load Technologies of Battle Ground, Washington. "We saw a need for a new roof rack system aimed at sport utility vehicles and minivan owners. Accessing your sporting gear from a fixed rack on these vehicles is cumbersome, difficult and perhaps even dangerous. We've designed the Talon to address this problem conveniently and safely."

The Talon is made of lightweight, high strength aluminum, powder coated for a durable and attractive finish. It is designed to carry weights equal to a vehicle's roof racks specified maximum load and is compatible with existing factory roof rack systems. The Talon is also completely compatible with accessories and mounting gear from other roof rack manufacturers such as Thule and Yakima. By using an industry standard load bar system, the Talon is multi-sport and multi-season friendly.

"The response to the product has been fantastic," says Wessa. "We've been introducing the Talon system to the public at a series of outdoor sports shows in the western United States. Reactions to the side loading system range from "That is so cool" to "What a great idea". Thousands of people have stopped and talked to us, studied the technology and given us real positive feedback. Our sales have also been very strong," adds Wessa.

The Talon Side Loading Roof Rack System is manufactured by E-Z Load Technologies of Battle Ground, Washington, USA. The system is easy to install with one wrench and can be installed on most any vehicle. E-Z Load Technologies is an authorized dealer of Thule Car Rack Systems and uses their mounting hardware and accessories to compliment the Talon system. The Talon has a list price of \$399 and can be purchased directly from E-Z Load Technologies. Currently, the company is offering special introductory pricing and show specials on the Talon system.



For more information, visit the E-Z Load Technologies web site at www.ezload.net or contact E-Z Load Technologies at 800-890-8073.

Media contact information:

Scott R. Wessa, President, E-Z Load Technologies
P.O. Box 2316

Battle Ground, WA 98604

360-687-6436 - International
360-687-9925 - Fax
e-mail: scott@ezload.net

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Contact Information

Scott Wessa

E-Z Load Technologies

<http://www.ezload.net>

360-687-6436

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