



## **Autotecnica Leads the Herd with Innovative New Products for Their PBR Product Line**

*Autotecnica launches new PBR product line. Opens up new market for products.*

Chatsworth, CA ([PRWEB](#)) March 6, 2005 -- Autotecnica, a leader in performance and styling products announced today its newest products in the PBR line of branded accessories. The new logo, hood car cover, neon sign and sill plates are a great addition to any PBR fan's collection.

"We are excited to announce these new product additions to our ever expanding PBR accessories," says Alan Kantor, President of Autotecnica. "The existing PBR line of products have been tremendously successful for us and have opened the door to a whole new marketplace. We know that these new products will be as well received and a quickly move to the head of the herd."

The universal cover fits all full size trucks and SUVs. This cover not only bears the PBR logo but also comes complete with a 3-year warranty, fully lined and includes an easily installable antennae grommet. Available in 2 different fabrics, the cover is washable and easy to install.

The PBR sill plates are a great addition to any truck or SUV. They are made of high quality stainless steel with a recessed chrome PBR logo. They are available for the two door, four door, and extended cab Chevrolet, Ford, Dodge, and GMC full size trucks.

Finally, the hot neon PBR sign is sure to light up any wall or table in your home, office or garage. It stands approximately 25" tall and has vibrant neon colors. A great gift for the true Professional Bull Riding fan.

### **About PBR and Autotecnica**

As part of the PBR brand name, Autotecnica created an exclusive line of extremely high quality products designed for use on any full size Truck & SUV. This agreement is part a strategic plan for Autotecnica to align itself with respected brand names, and provide top quality products intended to enhance its already admirable market share, while giving PBR a national program from a product and distribution standpoint.

Products will include items such as Hitch covers, Mud flaps, stainless steel sill plates, Bed mats, and Floor mats to name a few, all designed to meet the stringent quality standards expected to carry the PBR name. Autotecnica will also be featuring their line of novelty items including SST coffee mugs, key rings, and neon wall clocks all bearing the PBR names. These are great gift items that are sure to appeal to the PBR fan.

### **About Autotecnica**

Autotecnica offers OEM-quality styling accessories for many of today's most popular vehicles, including Chrome trim products for the VW Beetle, Mini Cooper, Audi A4 & A6, PT Cruiser, Ford Focus, Honda Civic & CRV's, Jeep Cherokee & Liberty, GM Truck, Ford Truck, Dodge truck, and Cadillac Escalade. The company's high-value product line includes chrome exterior and interior dress-up accessories, shift knobs, racing pedals and more, under such popular brand names as EVO, Targa, Carex Sports, Monza and Niken. Autotecnica focuses on providing the best possible customer service, while strongly supporting traditional automotive aftermarket distribution channels.

For more information, contact Autotecnica Inc., Dept. \_\_, P.O. Box 3566, Chatsworth, CA 91313, 800-515-



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