



Freedom Hitches - the RV, Accessory, and Repair Industries' Next Profit Center

As RVs sell in record numbers, freedom hitches that quickly switch from 5th wheel to gooseneck to open truck bed allow installers, dealers, and repair shops to profit by providing quick installation and cross-sell opportunity.

([PRWEB](#)) October 7, 2004 -- BRONSON, MICHIGAN -- A new type of "freedom" trailer hitch adapter (named for its ability to completely free up a truck bed) that allows rapid conversion from a gooseneck trailer hitch to a 5th wheel trailer hitch, or to vacate the truckbed entirely, now provides dealers and shop owners an opportunity to gain a competitive edge and tap into the growing RV market of baby boomers eager to hit the road while maintaining full use of their pickup bed.

Since this trailer hitch covers the bases, news of its existence is already starting to drive customers to request this latest trailer hitch accessory. As a result, installers, dealers, and repair shops are not only finding freedom hitches profitable to install, but that they also act as a platform to cross sell further products and services.

"The freedom hitch is helping us sell to a wider audience," says Sasha Kuzmanovic, co-owner of Classic Automotive Expressions a truck, van, and car accessory retailer/wholesaler. "Horse owners use it as a gooseneck hitch during the week, then to haul fifth wheel motorhomes on weekends. It's giving us a chance to cross sell other items they may need, such as nerf bars, running boards, bug shields and box covers. It's opening doors for us as a wholesaler as well."

Realizing the crossover sales potential, repair shop owners that work on brakes, bodies, suspension, shocks, radiators, tires, mufflers and transmissions "who wouldn't ordinarily perform a truck trailer hitch or RV trailer hitch installation" are now considering entrance into the hitch installation market as a way to generate new business.

The promise of generating traffic into an installer's garage stems from the new freedom hitches that are so light, that a single person of average strength can easily swap hitches (from fifth wheel trailer hitch to gooseneck), or remove the trailer hitch entirely.

"For people towing multiple trailer types who want full use of the truckbed, the freedom hitch by Putnam sets us apart from the competition," says Al Ackerman, co-owner of PSA Inc., a Bad Axe, Mich.-based retailer/installer of car and truck accessories. "Rather than the bulky traditional fifth-wheel, this frees up the truckbed and can easily be changed by your wife or grandmother."

Putnam Hitch Products (www.putnamhitch.com), a national trailer hitch manufacturer based in Bronson, Mich., offers a freedom hitch unlike any other because it mounts the fifth wheel gear upside down from the trailer pin box. All that's left in the truckbed is a lightweight (35 pound), low-profile kingpin. This removes in less than a minute to completely clear out the truckbed, and can just as easily convert to a gooseneck hitch.

Ackerman has found the underbed installation for the new hitch simpler and faster than other trailer hitches, which translates into better use of labor and greater profits.

"Some hitch installs take as much as a foot square of material from the truckbed, or may put a 4-plus inch



square-cut hole in it. I stay away from those," says Ackerman.

The freedom hitch by Putnam requires only a 3 1/8-inch hole.

"It's the smallest hole in the truckbed I'm aware of," says Ackerman. "The system also preserves the truck's original structure. Wherever possible, they use factory access holes rather than drilling into the frame. You don't have to raise or remove the pickup bed, either."

For more info about trailer hitch sales, contact Putnam Hitch at 211 Industrial Ave., Bronson Michigan 49028; 800-336-4271 or www.putnamhitch.com.

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Putnam Hitch

<http://www.putnamhitch.com/MainPage2.htm>

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