



## Aftermarket Report - The BumperBib

*The BumperBib continues the Aftermarket action. BumperBib Inc, has scheduled a launch for June 3rd of their much anticipated infomercial developed in cooperation with MediaCorp Worldwide. Gary Curran of Trilogy Sales Group has joined BumperBib Inc. as Vice President of Sales and Marketing. The BumperBib is also debuting in the Toyota Aftermarket Accessories Catalog the week of June 6th, 2005.*

Los Angeles, CA ([PRWEB](http://PRWEB)) June 1, 2005 -- BumperBib Inc. continues to gain ground in the aftermarket arena with a much anticipated launch of the BumperBib Infomercial which debuts in Minneapolis, MN. on June 3rd, 2005. A 60 second spot, the BumperBib infomercial was developed and distributed by BumperBib Inc. The infomercial will expand out to three additional states within the next two weeks.

The BumperBib® has also been featured in a weekly article known as the "Parts Dept." by Wheelbase Communications located in New Brunswick, Canada. The article will be featured in newspapers in 43 states and Canada, and includes pictures of the product, an excellent description of the product, and a favorable opinion by the author regarding the BumperBib as a "Buddy for your Bumper."

The BumperBib will make its debut in the Toyota Dealer Accessory Catalog beginning the week of June 6th, 2005. Following the Toyota Catalog debut, Lexus will feature the BumperBib XLE, commonly known as the luxury edition of the BumperBib, beginning July 2005.

BumperBib is pleased to announce the addition of Gary Curran to the BumperBib team as Vice-President of Sales. Gary Curran joins BumperBib Inc. from Trilogy Sales Group a renown Sales Agency located in Canada. Mr. Curran is currently revamping sales efforts and is orchestrating the addition of sales agencies in the U.S. and International Marketplace.

BumperBib Inc. is also pleased to announce the addition of the BumperBib XLE®, The Exit Apron®, and The IZON Car Massager® to its current product line up.

The BumperBib XLE® is a vinyl version of the BumperBib directed at owners of Luxury Cars and SUVs. In tradition with the BumperBib Regular, the BumperBib XLE® will be offered in 4 sizes to fit virtually every make and model passenger vehicle on the road. The BumperBib XLE features an embroidered, customizable logo, felt liner, extended length, and durable Vinyl construction.

The Exit Apron® is designed to attach to the inside of your vehicle's door threshold, and easily folds out to provide protection for your clothing when exiting the vehicle. It also has the built in capability to mount to your vehicle's roof rack, luggage rack or sports equipment rack keeping you clean after a long drive.

The Exit Apron® also prevents those costly nicks and scratches to your vehicle when loading/unloading a roof top carrier. As an added benefit, The Exit Apron will also attach to virtually any pickup truck, to protect a person reaching into the bed of the vehicle.

The IZON Car Massager® provides that much needed release when on the road. Attaching easily to the head rest of your vehicle, The IZON car massager provides any one of 8 different rhythms to take your stress away.



BumperBib Inc. will also debut the full BumperBib Inc. line at this years SEMA Show in Las Vegas, Nevada. BumperBib Inc. will have a larger presence at the 2005 SEMA Show in the Restyling and Accessories section immediately in front of the public entrance.

Eric N. Stevens CEO of BumperBib Inc states, "We continue to grow at an unheard of rate. I have been fortunate to surround myself with what I consider to be experts in their respective fields, and have contributed greatly to the success we have seen and additional successes currently in the pipeline."

Bumperbib Inc. was established in 2003 as a company dedicated to bringing their invention to the Automotive Aftermarket Parts Marketplace. Patent pending Invention, the Bumperbib is the product of efforts by inventor, Eric Stevens to invent a product aimed at protecting the rear bumper and the owners' clothes when loading/unloading their Automobile or SUV.

Admitted to the USPTO and Foreign patent Offices via legal counsel, The Bumperbib was awarded provisional patent and patent pending status based on research and filings.

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