



Nationwide Car Rack Retailers to Offer Complete Product Line-up of 2005 Yakima Truck Racks

Responding to Yakima Racks devotion to pickup truck rack systems, ORS Racks Direct recently completes efforts to offer entire 2005 Yakima truck rack product line in the commercial ladder & lumber, bike, snowboard, ski, canoe, kayak and surfboard categories.

Montpelier, VT ([PRWEB](http://www.prweb.com)) May 18, 2005 -Â ORS Racks Direct, a leading provider of truck and car rack systems for commercial and recreational applications, announced today the company has expanded its selection of Yakima truck racks to include the entire Yakima Racks truck rack product line. Already a market leader in sport car rack systems, Yakima is increasingly focusing more attention towards pickup truck rack solutions. Responding to this initiative, ORS Racks Direct recently completed its efforts to offer several new categories, which now include truck rack solutions for canoes & kayaks (products viewable at <http://www.orsracksdirect.com/yakima-canoe-kayak-truck-racks.html>), bikes (products viewable at <http://www.orsracksdirect.com/yakima-bike-truck-racks.html>), skis & snowboards (products viewable at <http://www.orsracksdirect.com/yakima-snowboard-ski-truck-racks.html>), sailboards & surfboards (products viewable at <http://www.orsracksdirect.com/yakima-sailboard-surfboard-truck-racks.html>) and lumber, ladder, industrial & commercial applications (products viewable at <http://www.orsracksdirect.com/yakima-commercial-lumber-ladder-truck-racks.html>).

"The fact that Yakima Racks has really stepped up efforts to offer their excellent brand and engineering for consumers interested in truck rack solutions means that we can simultaneously provide our customers that have a need for these types of systems with an entirely new selection of products," states ORS Racks Direct Consumer Relations and Sales Coordinator, Catherine Case. "One of the most rewarding aspects of this business is when we have the opportunity to educate and offer our customers a new alternative for their gear and equipment transport needs. Of course we always have to implement everything internally first, and the company has completed the expansion of all new product categories. Most importantly, our customer service and sales team has completed all the instruction necessary to offer the best recommendation for each customer's individual needs. Each member of our sales team has recently attended and completed the official Yakima Racks training clinics, taught by Yakima instructors."

The core product in the 2005 truck rack line-up is the Yakima Outdoorsman 300, a solution that transforms a pickup truck bed into a load transport system using a pair of crossbars and a full set of four vertical towers that attach to pick-up truck bed rails with no drilling required. Consumers also have the option of installing a half set of Outdoorsman towers and one cross bar in combination with a base rack system that connects to the cab roof. Hitch rack systems are also available as an option.

The Yakima Racks Outdoorsman 300 minimum suggested retail price is \$170.00/half set.

About Yakima Products, Inc.

A wholly owned subsidiary of Watermark, and headquartered in Beaverton, Oregon, Yakima Racks is the market leader in the United States for branded, high end, multi-sport roof racks, trunk mount, hitch mount and truck racks. The company designs and manufactures premium quality car rack systems for transporting cargo gear. Systems include bike, ski, snowboard, canoe and kayak racks.

About ORS Racks Direct



ORS Racks Direct is a privately held company specializing in comprehensive sales and service of car and truck rack systems. Representing the industry's most respected manufacturers, including Yakima Racks and Thule Racks, the company offers high quality truck rack, bicycle rack, snowboard-ski rack, canoe-kayak rack and sailboard-surfboard rack solutions for vehicle rear hitch and trunk mount, roof rack mount and pickup truck mount applications. The company has been providing consumer sales for over three decades to the U.S. market through multi-channel outlets that include store front, internet and phone sales.

Their full line of Yakima truck racks is available for review at <http://www.orsracksdirect.com/yakima-truck-racks.html>. For more information on the complete line of Yakima Racks offered visit <http://www.orsracksdirect.com/yakima-racks.html>

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