



Yakima Racks Releases All-New 2005 Yakima Universal Mighty Mounts to U.S. Car Rack Dealers

Developed by Yakima to replace several existing Vertical and Horizontal Yakima MightyMounts in the current line, the Universal adapter significantly reduces the process necessary to connect many of the Yakima Racks gear carriers directly to factory roof rack cross bars.

Montpelier, VT ([PRWEB](http://www.prweb.com)) May 21, 2005 -- ORS Racks Direct, a leading provider of truck and car rack systems for commercial and recreational applications, announced today the company is featuring the all new Yakima Racks Universal MightyMounts adapters (image available at <http://www.orsracksdirect.com/yakima-universal-mightymounts-clamps.html>)for factory roof racks. Developed by Yakima to replace the current line of Vertical and Horizontal Yakima Mighty Mounts, the Universal adapter significantly reduces the process necessary to connect many of the Yakima Racks gear carriers directly to factory roof rack cross bars.

Universal MightyMounts adapter clamps are currently compatible with Yakima canoe and kayak racks that include the HullRaiser, Mako Saddles, Hully Rollers and LandShark (images available at <http://www.orsracksdirect.com/yakima-canoe-kayak-racks.html>), bike racks that include the King Cobra, Cobra and Raptor (images available at <http://www.orsracksdirect.com/yakima-bike-racks.html>), ski and snowboard racks that include the LiftTicket 6, LiftTicket 4, Big Powerhound SE and Powderhound SE (images available at <http://www.orsracksdirect.com/yakima-ski-snowboard-racks.html>). The Yakima BasketCase gear and luggage rack (images available at <http://www.orsracksdirect.com/yakima-boxes-luggage-racks-cargo-baskets.html>) is also compatible.

"Yakima's innovation and release of the Yakima Universal MightyMount adapters is a major step in simplifying for our customers the steps necessary in connecting gear carriers to their vehicle factory rack systems. Previously, the customer and our staff had to determine the specific MightyMounts for a particular vehicle, and then we needed to choose the correct Mighty Mounts style depending on the gear carrier," said Catherine Case, Consumer Relations and Sales Coordinator, ORS Racks Direct. "But by far the biggest benefit won't normally be found at the time of purchase. Only when customers decide to transfer the set-up to a new vehicle will they discover the efficiency and cost savings due to the fact that an entirely new type of MightyMount will not be necessary. Because the Yakima Universal Mighty Mounts attach to virtually all factory rack crossbar types, the customer's original investment is likely to last much longer."

The Yakima Racks Universal Mighty Mounts have a minimum suggested retail price of \$45.00 for a set of four. Most gear carrier attachments require a set of four while some kayak racks require two sets.

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 ski, snowboard, bike, kayak and canoe 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 MightyMounts are available for review at <http://www.orsracksdirect.com/yakima-mighty-mounts.html>. For more information on the complete line of Yakima Racks offered visit <http://www.orsracksdirect.com/yakima-racks.html>

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<http://www.orsracksdirect.com/yakima-roof-racks-base-systems.html>

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