



## NEWS RELEASE

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### **Ancra International Announces New Strategic Distribution Agreement with Aurora Parts**

#### *New Distribution Partner Solidifies Ancra as Dominant Player in Cargo Control Products and Services in North America*

ERLANGER, KY ( July, 2010 ) -- Ancra International, the global leader in load securement innovation, today announced the strategic addition of Aurora Parts as a full line distributor of Ancra products in North America. The addition of Aurora Parts and their 300,000 sq. ft. Parts Distribution Warehouse as well as their national network of over 250 dealers to the current distribution network of Ancra International brings greater choice and service to the North American market. The agreement firmly positions Ancra as *the* force to be reckoned with in the North American cargo control products and services arena.

"We see tremendous value in this partnership," said Ralph Abato, Vice President of Sales and Marketing for Ancra. "Customers of both organizations will benefit from an expanded line of innovative products and services that are quite literally second to none, providing opportunities for significant growth in all markets. We have been very impressed with Aurora's expanding network of customer supply agreements, exclusive OE parts support, and their expanding reach in the market."

Aurora Parts and Accessories, LLC is one of the companies of Aurora Holdings, LLC. They are based in Lebanon, IN, approximately 30 miles from Indianapolis. The company has grown to be one of the largest aftermarket distribution players in the industry.

"Like Ancra, Aurora has built a reputation for service, quality and dependability. A broader range of products and distribution partners means greater customer choice," said Abato. "We fully expect to grow our business with existing customers, particularly heavy-duty trucking fleets, as access to our products widens.

"We look forward to working more closely with Ancra," said Shelley Sheagley, Director of Marketing for Aurora. "The addition of Ancra products will further broaden the Aurora Distribution Network's offering of cargo control products. This union will also allow us to fully support Aurora's long-term distribution agreements with Transcraft, the flat bed division of Wabash National."

Aurora provides exclusive OE parts with brand names like Fruehauf, Duraplate, Wabash, Lufkin, Hyundai, Transcraft, and Pro-Par. The Ancra product line will be supplied out of the companies Lebanon warehouse as well as its Direct Ship Program.

“The opportunities of this union are going to impress Aurora customers,” added Abato. “It won’t take long for the advantages to become easily apparent to everyone involved.”

Ancra International, headquartered in Hawthorne, CA, is a world-class designer and manufacturer of restraint-related components and assemblies serving the commercial vehicle market and other industries. Its heritage as a product innovator is underscored by the fact that Ancra holds 71 domestic and foreign patents and 51 product trademarks. Each product is made from only the finest materials with attention given to every engineering detail. All component parts and materials are selected for performance and durability to offer customers the most cost-effective and reliable solutions to their needs. In 1996, Ancra was acquired by The Heico Companies. Heico companies have aggregate sales of more than \$2.7 billion and an exceptional resource of professional services, financial and insurance partners.

For further information please contact Ancra International at 800-929-2627 or go to [www.ancra.com](http://www.ancra.com)

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