



FOR IMMEDIATE RELEASE

Hopkins® Announces the Launch of an Entirely NEW Web Experience – HopkinsMfg.com

Emporia, KS, March 13, 2020 – Hopkins Manufacturing Corporation is excited to announce the launch of its corporate website (www.HopkinsMfg.com). The full redesign streamlines the user experience by improving access to essential information for business partners, prospective employees and consumers.

Brandon Dexter, Director of Creative Services said, “What a transformation! Developed with the ultimate user-experience in mind, our new site takes visitors on a journey with layers of engaging content that projects the life and personality of Hopkins®. Its responsive design allows users the same experience whether they’re on a desktop computer or a mobile device.”

The new site includes expanded content in three key areas. An expanded history of the business, including their growth to become one of the leading Automotive Aftermarket companies in North America. The site also includes content about the growing portfolio of recognized brands and product categories as well as career opportunities for prospective employees and information about the communities the company operates in.

ABOUT HOPKINS®

Headquartered in Emporia, Kansas, Hopkins® is a leading manufacturer, marketer and distributor of quality, innovative specialized towing products and functional accessories for the automotive and recreational vehicle aftermarkets. Hopkins® markets its products under a number of well-recognized brand names, including: **Hopkins Towing Solutions®** Trailer Wiring, Brake Control & Trailer Lighting Products; **Blazer®** Auxiliary Lighting Products; **Carrand™**, **AutoSpa™**, **Tanner’s Select®**, **Pacific Coast™**, **The Detailer’s Choice®**, **Rain-X™** and **Oxi-Clean™** Vehicle Cleaning Products; **Mallory®** Squeegees; **Bell®**, **Victor™**, **Monkey Grip™** and **Go Gear®** Vehicle Accessories and Tire Repair; **SubZero®** and **Mallory®** Snow & Ice Tools; **FloTool®** Fluid Management Products; **Brake Buddy®** RV Tow Brakes; **nVISION®** Vehicle Safety and Off-Road Lighting Products; **ARM & HAMMER™** and **DUO™** Automotive Air Fresheners; and **Juice™** Booster Cables. Founded in 1953, the company has been guided by the philosophy that its products will deliver meaningful innovation, performance and value to the consumer. Hopkins® has North American manufacturing and distribution in the US, (i.e., Kansas and Oklahoma); in Canada in Blenheim, Ontario and in Mexico in Juarez, Chihuahua. For more information on Hopkins®, visit www.HopkinsMfg.com.

FOR MORE INFORMATION:

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