



## **For Immediate Release**

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### **Hopkins Introduces New Brake Buddy® 3 Series**

EMPORIA, KS. August 5, 2019 – Brake Buddy® has introduced two entirely new portable auxiliary braking systems, the Classic 3™ and Select 3™ that raise the industry's highest level of performance, safety and ease of use for consumers.

"Brake Buddy has pioneered nearly all of the major innovations since we invented the portable auxiliary category back in 1996" said Mike Williams, the company's Chief Marketing Officer. "Our redesign strategy was guided by a focus on the key problems experienced by consumers" he added.

The new innovations, exclusively available on the Brake Buddy® 3 systems include:

- The first truly universal Quick-Lock™ Clevis allowing for easy attachment to any brake pedal design. Not only will this new design work on all shapes and sizes of pedals, nothing is more secure or easier to set up.
- The 3 Series include a new TruFit™ Riser technology that quickly and easily positions the braking unit in an optimal braking position for safety, no matter the type of floor board.
- An innovative Easy-Pull™ Power Cord, with fully integrated break-away function, creates a simple, "plug and go" connection.
- Both models now come equipped with patented Auto Start feature, providing the only one touch startup in the industry.
- The integrated pivoting handle makes it easy to carry these lightweight units. This not only makes daily use a breeze, but it also makes these models easier to transfer between vehicles or when the consumer buys a new vehicle.
- Brake Buddy's rigorous quality standards allow each and every system to come with an industry leading 5-Year Warranty and 30-Day Money Back Guarantee.

"In an ever-evolving marketplace that sees towed vehicles change each and every year, Brake Buddy® continues to innovate, making the towing

experience safer and easier.” explains Dan Scheller, the company’s Director of Marketing.

### **About Brake Buddy®**

Brake Buddy® is the inventor and leader in portable towed vehicle braking since 1996. Brake Buddy® started as a very simple mechanical device that allowed you to safely tow a vehicle behind a motorhome, pioneering an industry. Making the RV towing experience safe, simple and hassle-free has been our mission. Our complete product offering encompasses both portable and built-in braking options delivering the greatest experience possible so you can enjoy the adventures and freedom of the open road.

### **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. In addition to **Brake Buddy®**, 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; **AutoSpa™**, **The Detailer’s Choice®**, **Carrand™**, **Tanner’s Select®**, **Pacific Coast™**, and **OxiClean®** Vehicle Cleaning Products; **Mallory®** squeegees; **Bell®**, **Victor™**, **Monkey Grip™**, **Go Gear®** and **Body Glove®** Vehicle Accessories; **Sub-Zero®** and **Mallory®** Snow & Ice Tools; **Flo-Tool®** Fluid Management Products; **nVISION®** Vehicle Safety and **Blazer®** 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. For more information on Hopkins, visit [www.HopkinsMfg.com](http://www.HopkinsMfg.com).