



Winston Cup Series licenses new Featherlite car care products; Launch is this month

Featherlite Winston Cup Series Premium Auto Polish and Featherlite Winston Cup Series Car Wash offer exclusive car care formulas for the first time to the public.

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FOR IMMEDIATE RELEASE

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Featherlite® releases to the public its custom formula auto polish and wash used by race teams
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CRESCO, Iowa/April 4, 2003 Featherlite, Inc. has announced that it is making available to consumers for the first time ever its famed auto polish and wash products. Licensed by NASCAR's Winston Cup Series and marketed under the Featherlite Premium Auto Polish and Featherlite Car Wash labels, these products will be on shelves and the Internet beginning in April 2003.

Today nearly half of all NASCAR Winston Cup teams already use these products on their race cars, transporters, motorcoaches or other vehicles. Featherlite, the official trailer and coach of NASCAR, has been using the custom formula auto polish for eight years on its million dollar luxury motorcoaches.

"I use Featherlite Premium Formula Wash and Polish on my new luxury coach," says 1999 NASCAR Winston Cup Series Champion Dale Jarrett. "It gives my new coach a brilliant shine and extraordinary protection during the 100 days we spend at the track each year. I'm glad that Featherlite Car Care products are now available to racing fans everywhere. They will give cars and trucks an unmistakable sheen and remarkable protection."

The Winston Cup-licensed Featherlite Premium Auto Polish was originally developed for professional application, but is easy for anyone to use. It:

• Adds a tough polymer protection as it reduces harmful ultraviolet rays

Dramatically deepens color

• Is easy-on and easy-off

• Is safe for all car and truck finishes.

Featherlite Car Wash cleans and shines, but does not remove valuable wax protection. It is clear coat safe. The product's rich emulsifiers and sudsing agents gently wash away dirt, grime and other contaminants without



detergent burn. It is designed for frequent washing and its conditioners extend the life of the polish.

Featherlite also is marketing its Microfiber Towels noted for their deep-cleaning action, even into surfaces not visible to the naked eye. The design of the towels allows the user to clean surfaces better and deeper than ever before possible. Yet the towels are so non-abrasive they can even clean CDs.

“This is definitely a superior line of products,” according to Jarrett. “Detailers love them and NASCAR drivers have insisted on them. I have no doubt fans will love these Featherlite products and the protection they give their vehicles.”

For more information on Winston cup-licensed Featherlite Car Care products, go to www.featherlitecarcare.com or ask at participating stores.

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High-resolution photographs are available by calling: Cara P. McArdle, JSchmidt Advertising at 203.888.5249 or caramcardl@adelphia.net.

Cutlines:

Featherlite Winston Cup Series Premium Auto Polish and Featherlite Winston Cup Series Car Wash offer exclusive car care formulas for the first time to the public.

Former Winston Cup Champion Dale Jarrett says, “I’m glad that Featherlite Winston Cup Series car care products are now available to racing fans everywhere. They will give cars and trucks an unmistakable sheen and remarkable protection.”

About Featherlite®

Featherlite, Inc. (Nasdaq:FTHR) is an innovative leader in designing, manufacturing, and marketing high quality aluminum SPECIALTY TRAILERS (which include horse, livestock, car, recreational, utility and commercial trailers, as well as custom racecar transporters and mobile marketing trailers) and LUXURY MOTORCOACHES. The Company manufactures approximately 10,000 trailers annually. Featherlite produces yearly as many as 100 custom semi-trailers, ranging from high-tech office units to racecar transporters to mobile training complexes to telecommunications and multi-media centers to display to mobile marketing units.

The Featherlite® brand is among the top names in the trailer and luxury motorcoach industries. Featherlite is the “Official Trailer and Coach” of NASCAR.



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Online Web 2.0 Version

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