

**For immediate release:**

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## **SnoPro Trailers gearing up to serve northeastern motorsports market in 2008**

WINSLOW, Maine (Jan. 4, 2008) — One of the nation's most respected and popular manufacturers of aluminum trailers has its sights locked on a high-profile target for 2008. SnoPro Inc., based in Winslow, Maine, builders of **SnoPro** snowmobile trailers and **CargoPro** automotive trailers, is gearing up to service the region's rapidly-expanding motorsports market.

With 100 skilled employees working out of the former Kimberly-Clark paper mill facility, SnoPro produces America's most comprehensive line of all-aluminum trailers for use on a year-round basis. Unlike steel or galvanized trailers, aluminum is light, extremely durable and puts less stress and strain on your tow vehicle while helping to extend fuel mileage. And since today's snowmobilers and racers are concerned with image, aluminum makes sense because it maintains a nice finish throughout its lifetime.

"Our trailers not only look nicer than a steel unit, but they last forever and maintain their value," said SnoPro Inc. President Bill Cleaves. "We feel our trailers are well suited to meet the needs of racers around the region. Our SnoPro line is designed especially for winter use, and the teams already using our CargoPro trailers for their stock cars are very happy with them. Our construction methods and high-quality materials translate to a better product for the consumer. We have a quick turnaround time, so dealers and customers don't have to wait. Our ability to build custom trailers suited to individual needs should appeal to many race teams."

SnoPro has already made their presence known on the Rock Maple Racing (RMR) snocross circuit this winter. The company's newest flagship trailer is a 53-foot custom stacker designed and built specifically for Auburn-based Wallingford Racing. This Central Maine group is the new factory-supported Arctic Cat team, hauling limited-production 2008 Sno Pro 600 race sleds all over the northeast from December to early April.

The Wallingford Racing team transporter is arguably one of the top units of its kind in New England. Among its many features is an internal lift deck in the heated 30-foot shop area; heated living quarters with oak cabinets, microwave oven and mini-fridge; a queen-sized loft bedroom area and ample room for six adults to sleep comfortably.

"We've been very pleased with our new SnoPro trailer," said team owner Mark Wallingford. "We added two riders this year and signed on with Arctic Cat to represent them in the East. We needed a trailer with room, lots of heat, lights and spacious living quarters. We got all that, along with a durable, lightweight trailer we can use for years to come. SnoPro trailers are ideal for the race team that wants a high-quality aluminum unit. I'd recommend them to any team."

On the automotive side, CargoPro trailers have a similar reputation for ease-of-towing and user-friendly design. With more and more stock car racing teams electing to go the enclosed trailer route, the time has come to consider CargoPro for your next purchase. Whether you haul a Late Model around the American-Canadian Tour circuit, a Pro Stock on the PASS tour, or just pull a Strictly Stock machine to your local track on Saturday nights, the light weight, durability and modern design of a CargoPro trailer is the right choice.

"We've come a long way in gaining market share within motorsports circles in recent years," adds Cleaves. "Our goal is to become the top selling aluminum trailer on the East Coast. There are stock car teams, snowmobile racers and trail riders alike that can enjoy our product. We build a solid trailer and service our customers. That should carry us forward and help to achieve our goals."

SnoPro Inc. was founded in 1995 by Cleaves and started out in his garage in Liberty, Maine. After several years of rapid growth and careful expansion, Cleaves sold the company to Swedish giant Thule in 2004. In late 2007, Thule revised their marketing strategy for this type of trailer which allowed Cleaves a chance to buy back the company. Since re-taking the reigns in August, he has hired more workers, implemented an aggressive marketing strategy and kicked production into high gear. As more and more snowmobilers/racers discover the advantages of aluminum trailers, SnoPro's dealer network grows to accommodate consumer demand. It's a growth spurt that puts smiles on Maine workers and the customers who purchase their products.

For more information about these world-class trailers, log on to **[www.snooprotrailers.com](http://www.snooprotrailers.com)**.