



News Release
FOR IMMEDIATE RELEASE
Oct. 26, 2016

BFGoodrich Tires and Remington Industries Announce Off-Road Accessories Partnership

OOLETEWAH, Tenn. — [Remington Industries](#) announces its recent partnership with BFGoodrich® Tires and its entry into the off-road automotive accessories category.

According to the agreement, Remington Industries will produce automotive floor protection and interior accessories under the BFGoodrich Tires brand name, offering the first significant extension of the brand into new product categories. Although Remington Industries carries current product licenses for Michelin® and Rubbermaid® automotive accessories, the BFGoodrich Tires accessories line will be geared specifically toward off-road and outdoor applications.

“BFGoodrich Tires carries incredible brand equity within the off-roading community and the automotive industry at large,” said Tom Norwell, president of international sales and business development, Remington Industries. “We are extremely excited about partnering with them and building a product line that will strengthen their brand and meet their customers’ unique needs.”

BFGoodrich Tires floor protection will be on display at the 2016 [Automotive Aftermarket Products Expo \(AAPEX\)](#) in Las Vegas at the Remington Industries booth (#4238), and available in stores in 2017. A line of interior accessories is in design for production in 2017.

The BFGoodrich Tire company and name was purchased by Michelin in 1988, and continues to offer innovative, high quality highway, off-road and racing tires.

Remington Industries offers a line of Michelin automotive floor protection which includes the custom-fit Michelin EdgeLiner program for trucks, the trimmable, semi-custom Michelin EdgeLiner Trace program, and a selection of universal-fit mats. A wide variety of Michelin products will also be featured at the Remington Industries AAPEX booth.

For more information on Remington Industries and its complete line of vehicle solutions for interior automotive organization and floor protection, phone 423-238-3455 or visit www.remingtonind.com

###



Image attached:

Download image: <https://goo.gl/1bGiah>

About Remington Industries

Remington Industries is a category leader in vehicle solutions for interior organization and floor protection. As one of the world's largest automotive accessory companies, Remington Industries brings more than 30 years of consumer research, product engineering and design expertise to each product category. In addition to selling products under its own Remington brand, the company goes to market with licensed brands from Michelin® and Rubbermaid®. Remington has over 20 years of experience in manufacturing for original equipment manufacturers. For more information, visit www.remingtonind.com.

For Further Product Information, Contact:

Abby Harding
Marketing Manager, Remington Industries
423-702-3153
aharding@remingtonind.com

For Further PR Information, Contact:

Gary McCoy
Public Relations Director, The Marx Group
847-622-7228
gmccoy@themarxgrp.com

If a Word document is your preferred format, please contact:
Gary McCoy, The Marx Group, gmccoy@themarxgrp.com