



**For Immediate Release**

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**COVERCRAFT INDUSTRIES TO KICK OFF 50<sup>TH</sup> ANNIVERSARY CELEBRATION  
DURING SEMA SHOW 2014**

**Pauls Valley, Okla.** – Known as the manufacturer of the Worlds Best Custom Car Covers®, Covercraft Industries, Inc. (Covercraft) will kick off the celebration of its 50<sup>th</sup> anniversary at this year's SEMA Show. Visit booth 23243 in Center Hall to see an impressive display that will include an historic 1965 Ford Mustang. Experience the latest in a complete line of protective products for car, truck and SUV including the limited edition 50<sup>th</sup> anniversary Ford Mustang products, a full line of indoor and outdoor custom fit automotive covers, Carhartt® SeatSavers™, the original Colgan Custom® car bras, DashMat® dash covers, Premier™ Custom floor mats, cargo area liners, UVS100® Sunscreens and Canine Covers® pet protection products.

"As we prepare to celebrate 50 years of 'Covercraftsmanship', we look to the past with both pride and humility, and to the future with a great deal of excitement," stated Marty Lichtmann, President of Covercraft. "Our company and family of brands reflect the hard work and dedication of more than 530 employees and the inspiration of the industry we love."

Founded in 1965 in the San Fernando Valley area of Los Angeles, Calif. by Bob Lichtmann, Covercraft was the pioneer in custom vehicle covers. Still family owned and now headquartered in Okla., Covercraft offers more than 80,000 custom patterns and a complete line of interior and exterior vehicle protection solutions.

"Our goal has always been to treat our employees like family, make the absolute best products we can and provide the best solutions to meet customer needs," continued Lichtmann. "We're committed to a great customer experience, and still consider The Golden Rule to be one of the key values by which we do business."

To locate the Covercraft SEMA Booth, visit the SEMA Show Center Hall Exhibitor Floor Plan at <http://www.expcad.com/host/fx/SEMA/sema14/central.html>.

***About Covercraft Industries, Inc.***

Founded in 1965, family-owned Covercraft Industries manufactures premium quality exterior and interior protection products for automotive, powersports and RV applications and is the worlds largest manufacturer of custom-patterned vehicle covers offering more than 80,000 patterns. The complete product line now includes seat protection, front-end masks (bras), dash covers, floor mats, tailgate nets, tire covers, custom windshield sunscreens, pet travel items and other specialty protection and storage products. Headquartered in Pauls Valley, Okla., the company has more than 530 dedicated employees with additional manufacturing facilities in Texas, Mexico and Australia, with additional design centers in Okla., Calif., Ariz., and Ohio. Certifications include ISO/TS16949:2009 and ISO 14001. For more information, visit <http://www.covercraft.com>.