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## **GearBed™ by Let's Go Aero Secures GMC Professional Grade Challenge Award at 2003 SEMA Show**

Colorado Springs, Colorado – Let's Go Aero's GearBed™ Cargo Management System was awarded the GMC Professional Grade Challenge Award for "Best New Idea" at the 2003 SEMA Show.

GearBed™ is a C-channel hardpoint system of infinitely insertable and adjustable spring nut attachment points that gives truck owners more storage, more cargo carrying flexibility and more features for transforming their pickup bed into a complete gear storage, transportation and organization solution. Let's Go Aero developed GearBed™ in cooperation with SportRack Automotive, a division of Advanced Accessory Systems and Wheel to Wheel, a division of Starcraft Industries.

"This award is a tremendous honor, considering all the innovative products on display at SEMA," said Marty Williams, president, Let's Go Aero. "We're proud to have now received this distinction for a second consecutive year."

At the 2002 SEMA Show, TwinTube™ was bestowed the GMC Professional Grade Challenge Award for "Best Professional Grade Idea (SUV)." The dual-spine, hitch-mount modular accessory system was also a joint effort of Let's Go Aero and SportRack Automotive.

To highlight the potential that accessories provide, GMC created the Professional Grade Challenge Awards to present to SEMA Show exhibitors whose product best offers consumers a way to enhance the capabilities, utility and value of their vehicles.

Product evaluation was jointly conducted by General Motor's GMC Division and Service Parts Operation, who based their judgments on criteria including: potential to provide a competitive advantage for GMC vehicles; highest quality execution in function and appearance; potential for application to entire GMC product line; enhances the capabilities of GMC vehicles; compliments GMC's styling character; provides value to GMC customers; ease of installation and uniqueness.

Let's Go Aero is the leading innovator of hitch receiver based cargo carrier solutions for the automotive and recreation industries, specializing in aerodynamic carriers for recreational

equipment transport, general travel and commercial trade uses. The family of products includes numerous patents for the GearWagon™ Herman® line of Sport Performance Trailers®, the Remora™ line of hitch-mount cargo carriers, and the Silent Hitch Pin™.

For more information, contact company headquarters at (719) 630-3800, email to [contact@letsgoaero.com](mailto:contact@letsgoaero.com), or write to Let's Go Aero, 3380 N. El Paso St., Ste G, Colorado Springs, CO, 80907.