

## PRESS RELEASE

Global Truss Helps Win Race for Toyota!



### LOS ANGELES -

Along with electrifying NASCAR racing, spectators at Lowe's Motor Speedway were recently treated to a sneak preview of the 2007 lineup of cars and trucks from Toyota Motor Corporation. Six sleek Toyota models were featured at the Charlotte, NC racetrack – from the popular Camry to the all-new off-road FJ Cruiser -- highlighted in display structures created with aluminum trussing from Global Truss America. Each Toyota vehicle was showcased to its fullest advantage on an elevated platform, which was framed by a U-shaped configuration of Global trussing, consisting of two truss posts on the side and a third strip going across the top. The top piece of truss sported an eye-catching sign bearing the Toyota and Lowe's Motor Speedway logos, along with the name of the vehicle model. Spectators who saw the impressive Toyota display never would have guessed that the behind-the-scenes effort to get it completed in time for the race-day exhibit was as fast-paced and breathtaking as the action on the speedway. The lead time for the project was under a week and a half, according to Justin Jenkins of Creative Production & Design (CPD), Austin, TX, which handled the technical specifications for the Toyota-Lowe's exhibit. Jenkins noted that CPD worked from conceptual drawings provided by Brand Promotions Inc., a Carson, CA-based firm that does events marketing for major corporations, including Toyota Motor Sports. "Often when you get a project of this nature it's a rush-type job, where you have maybe 7-10 days from the time you get the 'go' to the time the entire installation actually has to be completed," said Jenkins, who worked closely with Brand Promotions' Ray Lomicka and Corey Timblin to meet the tight deadline. The need for super-fast delivery was one reason why CPD specified Global Truss products, said Jenkins. To build structures for the six vehicles, he ordered a total of eight pieces of 12" square truss and 12 corner blocks. "Global Truss had everything we needed in stock, so they were able to ship it to us right away," he commented. "Unlike some suppliers who make your components to order, Global keeps a full inventory in stock, so we knew we could rely on them to get us the material on time." Jenkins also liked the fact that Global's weatherized aluminum truss will not corrode during outdoor use and that it is extremely strong, yet lightweight and easy to assemble. The company's trussing is made from the same high-strength 6082-T6 aluminum alloy used by the aircraft industry, and it offers the security of being TÜV-approved. It utilizes a genderless conical coupling for greater strength at stress points, quick assembly and more versatile rigging options. Ken Kahn, national sales manager for Global Truss America, said that he was extremely pleased his company's truss was chosen for the high-profile racetrack project. "It's an honor to have our products used by a global company like Toyota, which is known for its stellar quality standards," said Kahn. "In addition to the high quality of our products, I think the fact that we had everything here and ready to ship gave us a big edge in meeting the needs of the Toyota-Lowe's project. Keeping everything we sell in stock is part of our ongoing commitment to servicing our customers." For more information on Global Truss America and its products, visit the company website or call (323) 415-6225.

<http://www.globaltruss.com/>



