



TYING DOWN YOUR OUTDOOR ADVENTURE TOYS

For Immediate Release

CONSUMER ADVENTURE TOYS GET SECURED AT SEMA 2011

Steadymate® makes its first official appearance at the SEMA Show

Las Vegas, NV...(November 1, 2011) - Steadymate® by Kinedyne®, industry leaders in Tie-Downs and Hardware for recreational vehicle securement, is proud to make its first official appearance at the 2011 Specialty Equipment Marketing Association Show (SEMA) from November 1st – 4th at the Las Vegas Convention Center. Visitors will be treated to expert advice, live demos and a first-hand look at Steadymate's industry-leading line of securement products.

"Recreational Vehicle and Powersport enthusiasts often spend thousands of dollars and countless hours researching their perfect purchase; yet will put their investment in jeopardy by making uninformed decisions on how to properly protect their outdoor toy in transit. Events like SEMA offers us a great opportunity to educate users and influential buyers about ideal tie-down procedures and Steadymate's exceptional products." says Larry Harrison, Vice President of Sales & Marketing, Kinedyne Corporation.

The Steadymate booth **#37086** will be staffed with some of the best product specialists and securement experts in the industry. Attendees will gain a thorough understanding of Steadymate's superior products, acquire vehicle specific tie-down advice and learn valuable tips and tricks like the recommended "4 x 45°" rule for optimal motorcycle securement. An example of one of the many user-friendly securement products that will be featured at the booth is the newly reengineered Wheel Chock, the perfect complement to any shop or trailer where positioning a bike in an upright position is required.

Steadymate Wheel Chock

The Steadymate Wheel Chock is a one-person tie-down operation that offers a strong and simple way to transport, maintain and store all types of motorcycles. New, improved features include easier adjustability and increased stability along with upgraded Pivot and Upper Chock Brackets to accommodate tire widths of 12" to 26" in diameter. The design keeps the bike in an upright position and boasts no side braces or clamps removing all potential for damage to rims and tires often experienced with Wheel Chocks. Best yet, it's versatile. Drivers can use the Steadymate Wheel Chock to safely stow their bikes in the garage or install it in a trailer for transport. **Demos of the simple six step Wheel Chock motorcycle installation are available upon request at the Steadymate booth.**

About Steadymate:

Steadymate® by Kinedyne offers a complete line of solutions for boats, personal watercrafts, motorcycles, ATV and snowmobiles in transit, helping riders and their recreational vehicles get from point A to point B safely and securely. For boat-trailer, tie-down tips, professional advice and online store please visit: www.steadymate.com

For media requests, high-res images and product samples please contact:

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