



For Immediate Release

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## **Truck Bed Protection: Functional and Stylish**

Anyone who buys a new pickup truck knows just how painful it can be to find that first scratch in the fresh paint of their truck's cargo bed. Let's face it: it's bound to happen sooner or later, whether you haul things for business or for pleasure.

After all, your truck's bed is the "work center" of your vehicle. It's designed to transport just about anything that will fit, whether it's weekend camping gear or landscape equipment for those home improvement jobs. And because it's unlikely that a 4x8 sheet of plywood or cinder block will change in size or weight, form still follows function when it comes to the cargo bed.

Yet outside the 'box, design has become a key battleground among automakers as they seek to preserve that emotional connection between buyers and their pickup trucks. Pickups also contain as many creature comforts as luxury cars these days, and just like cars, have become extensions of their owners' personalities or rolling status symbols.

So before long, any deep scratches or gouges that have penetrated the paint and primer right down to the bare metal will start to show signs of unsightly corrosion, marring your truck's overall appearance. Depending on your area's climate, that corrosion can take hold pretty quickly and lead to some serious structural damage if left unchecked.

Getting your pickup truck bed in shape before that happens – and enjoying years of good looking, worry-free protection no matter what you haul - can be solved in a



matter of a few hours, saving headaches and repair bills down the road by simply installing a spray-on bedliner.

Spray-on bedliners, such as the one offered by LINE-X Corporation, is one solution that offers unmatched durability and protection, as well as a factory-finish appearance. To date, more than two million trucks have benefited from the durable LINE-X application, which has been engineered to withstand even the most extreme conditions and heavy-duty use.

LINE-X bedliners are also now available in any color, allowing you to closely match your truck's factory finish or choose a contrasting shade. Called LINE-X XTRA<sup>®</sup>, it is the only color composite bedliner coating fortified with DuPont<sup>™</sup> KEVLAR<sup>®</sup> for added strength. LINE-X XTRA is also formulated to provide maximum fade resistance and superior gloss retention.

### **Spray-ons vs. Drop-ins**

Owners looking to protect their truck bed for the long haul can choose between spray-on bedliners or drop-in bedliners. When comparing the two, there are several advantages to selecting a high quality spray-on bedliner.

Drop-in bedliners, typically molded out of flexible plastic, can shift around or vibrate, steadily scuffing the paint beneath it. Even worse, moisture from rain or wet leaves, dirt and sand can become trapped between the bed surface and liner, and actually promote corrosion.

Unless properly installed and checked routinely, drop-in plastic bedliners can also be a potential highway hazard. We have all seen plastic bedliners crumpled up against the freeway retaining wall, after blowing out of the back of an unloaded pickup truck.

A LINE-X spray-on truck bedliner is a specially formulated polymer that creates a permanent bond to the truck bed floor, sidewalls and inner tailgate, and will not



shift, vibrate or come loose. Its non-skid coating adheres instantaneously, and offers lasting protection while providing a factory finished appearance.

In addition, a professionally applied LINE-X bedliner closely follows every contour of the original shape of your truck bed, meaning no lost cargo space and easy installation of truck bed accessories such as camper tops, bed caps or tool boxes. It also provides reduced road noise and vibration from the cargo bed area of your vehicle.

It's also important to make sure the spray-on bedliner you select has a full warranty against cracking, bubbling or flaking, and is resistant to common chemicals such as chlorines, bleaches, gasoline or diesel fuel, and most household solvents. Every LINE-X bedliner is backed by a nationwide lifetime warranty, valid at any of its 500+ dealers across the U.S. In fact, LINE-X was the first in its industry to offer such a comprehensive warranty.

Spray-on bedliners also increase the resale value of your truck. According to the National Automobile Dealers Association's latest figures (2006), a spray-on bedliner can add almost \$200 in value to your truck at trade-in time.

So if that first scratch has you wondering how you'll keep your pickup truck looking new while still serving as your daily workhorse or status symbol, you may want to invest in a professionally applied spray-on bedliner. After all, for most of us, a new vehicle purchase is second only to a home purchase in terms of being the most expensive investment a consumer will make.

For more information visit [www.LINEX.com](http://www.LINEX.com) or call (800) 831-3232.

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