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Performance and Accessory Retailing

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Bed & Towing

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Add-Ons Customers Demand



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Icons Speak
How to Profit from
A Slow Economy

A Strong WorkForce

Story and Photography Supplied by
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This ultimate work truck highlights a slate
of new commercial products.





Ruggedness, durability, efficiency. These are all important qualities of the tools and equipment used every day by construction workers, contractors, HVAC, landscapers, plumbers, road maintenance crews, surveyors. Truck cap and tonneau cover manufacturer A.R.E. has incorporated these characteristics into the design and construction of its Deluxe Commercial Unit (DCU) truck caps.

"Our DCU's sturdy construction and supreme ability to be customized make it the perfect choice for the work truck market," said Bryan Baker, director of marketing at A.R.E. "It can be tailored to fit the demands of a variety of industries, including construction, maintenance and landscaping, thanks to a multitude of product options, including roof racks, various toolbox configurations, a selection of window and door sizes, and a polyester fabric liner designed to prevent condensation from collecting on the interior of the cap."

Now, A.R.E. has taken its commitment to quality and function to these industries even further by building the Tundra WorkForce work truck. Based on a 2007 Toyota Tundra Double Cab Standard Bed truck, A.R.E.'s Tundra WorkForce is outfitted with a DCU truck cap and numerous aftermarket products that enhance the truck's appearance and utility.

"The goal of Tundra WorkForce was to embody a tough image and extreme functionality through the creation of an awesome work truck that any professional would be proud and excited to drive," said Baker. "The aftermarket enhancements we've done make the Tundra WorkForce more than your average work truck. The truck epitomizes what it means for a professional to do his or her job efficiently, accurately, and with style and authority."

In addition to the DCU, aftermarket enhancements to the Tundra WorkForce include a hitch step and stainless steel grille insert from Luverne, CORSA January/February 2009



Access to the additional toolboxes and service trays is made available by opening side doors on A.R.E.'s DCU pickup truck cap. Doors lock for security.



Featuring a Lazy Susan design, Prime Design's rotating cargo management system fits inside the Tundra's truck bed and provides tool storage on either side of the system.



Form meets function as a construction worker prepares to use a nail gun powered by a unique front-mounted winch with a built-in air compressor. It is powerful enough to inflate tires or power air tools.



Communication is key for today's contractors and this Jotto Desk Mobile provides professionals with immediate access to the home office and important documents.

Performance exhaust system, a WARN winch, Eclipse navigation system and back-up camera, a Jotto Desk cargo mobile office, Goodyear tires mounted on Centerline Wheels, a locking ladder rack and interior truck bed shelving from Prime Design, rear suspension system from Hellwig Products, a BedRug bedliner, and aluminum floor mats from Pilot Automotive, among other performance and styling products.

The Prime Design rotating cargo management system fits inside the Tundra WorkForce's truck bed and holds a large selection of tools in a Lazy

Susan fashion, rotating to allow easy access to necessary gear. A stainless steel exhaust system from CORSA Performance provides a boost in horsepower and torque while maintaining a drone-free sound inside the cab, making for a comfortable commute to the job site.

A.R.E.'s DCU truck cap can be ordered in one of four height configura-



tions—23, 26, 29 and 36 in.—along with several rear door options, including a half rear lift door, double full doors, a single full door and a full hatch door.

Tundra WorkForce also features a red and silver custom paint scheme applied by AC Customs in Ohio using DuPont Automotive finishes. The sleek, black and silver interior overhaul is by Trent's Trick Upholstery in Baltimore, Ohio.

The Deluxe Commercial Unit is currently highlighted as one of four name-brand work truck aftermarket accessories for the all-new Tundra and can be seen on Toyota's Web site in the Trucks/Tundra section.

This Tundra work truck's well-appointed interior was fabricated by Trent's Trick Upholstery. Electronic appointments include an Eclipse navigation system and Jotto Desk laptop computer desk.



The A.R.E. DCU truck cap can be ordered in four height configurations with several door options.

Sources

A.R.E.

(800) 697-7702, ext. 11402
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CORSA Performance

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Pilot Automotive

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Prime Design

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WARN

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Toyota awarded A.R.E. with the 2007 Tundra for the vehicle to be built into an innovative work truck that represents the Tundra's rugged image.

A.R.E. has displayed this Tundra WorkForce at a number of trade shows, including the National Truck Equipment Association (NTEA) Work Truck Show, The International Homebuilders Show in the Toyota booth and the SEMA Spring Expo. Professionals attending the shows have witnessed the work truck's outstanding features and ability to serve their needs no matter what situation arises on the job.

The truck has also visited Toyota's manufacturing facility in San Antonio, Texas.

A.R.E. is also promoting the truck on its Web site and in company marketing materials. 🐾