



FOR IMMEDIATE RELEASE

Perfect Equipment Unveils a New Corporate Logo & Tagline

October 12, 2011 (Murfreesboro, TN)... Perfect Equipment, a WEGMANN Automotive company and North America's leading wheel weight manufacturer, plans to officially unveil a new corporate logo and tagline on November 1st at the 2011 SEMA Show. In business since 1939, Perfect Equipment is the longest tenured wheel weight manufacturer still in existence.

"This is a very exciting time period for Perfect Equipment," said Jeff Waechter, President and CEO of Perfect Equipment. "For more than 70 years we have been providing balancing solutions to our customers and over that time period we have developed many of the product designs and processes that are now considered the industry standard. Moving forward, we feel as though our new corporate branding strategy can further solidify Perfect's position in the marketplace. We choose to not think of this new strategy as a rebirth, but rather a continuance of our already established traditions."

The new logo was developed and designed by the highly regarded, word-wide known branding firm Interbrand. The new tagline, 'balancing the future,' was developed by Perfect Equipment's own in-house marketing team and features a simple, yet clear message of longevity and innovation.

"We have been providing balancing solutions to drivers for generations," said Gregory Parker, Marketing Manager for Perfect Equipment. "Grandsons are now balancing their vehicles with the same brand of wheel weights that their Grandfathers used when they were young drivers. During the last 70 years, cars have evolved into faster, sleeker machines and wheel balance weight innovations and materials have changed, but Perfect Equipment still remains the clear leader in balance technology. As we look forward into the future, Perfect Equipment's plan is to balance the future generations and to continue to be on the forefront of innovation."

ABOUT US

Perfect Equipment, as a part of WEGMANN Automotive, is the world's largest manufacturer of wheel balance weights. Since 1939, Perfect Equipment has been a leader in innovation and quality bringing valuable insight and solutions to the automotive industry by offering a comprehensive range of wheel balance weights including traditional, non-lead, and adhesive options. Perfect Equipment Inc., is part of a global wheel weight platform that supplies both OEM and aftermarket customers on five continents.

With a state of the art manufacturing facility based in Murfreesboro, Tennessee, and three distribution centers across the US and Canada, Perfect Equipment can respond to every customer's needs. The company is recognized for the broadest product offerings and the highest quality

Perfect Equipment Inc.

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standings in the industry and has become a reputable name synonymous with quality, performance and fit.

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