



**Press Release**  
**For Immediate Release**  
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### **Hayes Brake Controller Company Announces New Look New Logo**

*Arab, Alabama* -- Hayes Brake Controller has introduced a totally new company logo, [www.hayesbc.com](http://www.hayesbc.com), with a new refreshed look, taking another important step in communicating the new direction of our products. Hayes has always been the “Safest Brake Controller” manufacturer in the United States. For 60 years we have lead the way in designing and manufacturing top of the line trailer brake controllers. The new design incorporates elements from the prior logo. With this new logo and look, Hayes strives to continue to keep our products fresh and innovative.



We will begin integrating this new design on all printed communications, advertising, and packaging materials. You will begin to see it incorporated on our brake controller line of products, as well as, the new products we will be introducing to you in 2016.

Product Manager, Lisa Clark says, “Customers will still be able to identify the Hayes products, as before, but with a new and fresher look and feel. We are excited about the new look and the new products that be introduced to the market in the upcoming year.”

In launching the new logo design, President, Edwin Childress says the new logo plays an important role in continuing to renew and promote our well-earned legacy of providing safe, reliable and easy to install trailer brake controllers, as well as, introducing new and innovative towing products to the trailer towing and RV markets.

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