



Hayes

Towing Electronics

HAYES MOVING FORWARD WITH COMPANY NAME CHANGE

Hayes Brake Controller Company has announced that effective January 1, 2016 it is changing their Company name to ***Hayes Towing Electronics***.

“Hayes is quickly becoming more than just a brake controller company,” said Bill Smith, Hayes VP-Sales & Marketing. “While we are certainly proud of our heritage in the development of brake controllers, we are expanding our product offering by capitalizing on the synergies with our parent company, Syncro Corporation, a major supplier of electronic and electromechanical subsystems. We believe our new name will be more reflective of our Company mission.”

“Syncro provides Hayes with US engineering and manufacturing support that will make Hayes a leader in the towing electronics market” Smith stated. “They develop electronic solutions for the government, military and industry and provide us with a tremendous resource for new product development”.

This integration of engineering and manufacturing support has resulted in the recently announced new electronic sway control product, ***SwayMaster***[®]. Smith promises more US Manufactured new products moving forward. “***SwayMaster***[®] is the just the first of many new product innovations we will be introducing in the future.”