

Trailer Hitch Receiver Cover

Almost 50 million Americans have trailer hitches for use with boats, trailers and campers. But do all 50 million have to appear the same when not in active use? Thanks to the *Trailer Hitch Receiver Cover*, not anymore they don't.

The *Trailer Hitch Receiver Cover* is a protective and aesthetic covering for trailer hitches. Made of durable polyethylene, it slides into a hitch receiver, and a securing pin is included to maintain its placement.

Extending from, and perpendicularly to, this covering piece is a cylindrical base with raised walls. The interior facing of this polyethylene cylinder has raised studs positioned around the edge of the cylinder so not to interfere with the emblem disk, which are used to support the precise position of placement of display disks that fit within this cylinder. These smooth faced display disks have perimeter perforations that can fit upon the studded cylinder facing and ensure that the images the disks portray always maintain desired alignment. Made of polymethyl methacrylate, these disks can be made with various images and designs, and can be easily changed, as well, in order to allow users to conveniently change the images displayed by the *Trailer Hitch Receiver Cover*.

An acrylic plastic lid fits over the display disk for its covered protection, and attaches directly upon the cylindrical base. A silicone rubber gasket fits about this lid to prevent water and other elements from entering the base and damaging the display disks.

The *Trailer Hitch Receiver Cover* not only protects trailer hitches, but it protects others from making contact with trailer hitches by making them more visible. And most importantly, this visibility is personalized. Not just brand names, trademarks and logos, but a huge variety of designs, images and even text can be used, preserving the individuality of all consumers.

And all of these consumers can turn to your individual company to purchase the *Trailer Hitch Receiver Cover*. Please read on to learn more about this opportunity!

Features & Benefits
Of
The Trailer Hitch Receiver Cover

Features

- Receiver tube cover:
 - Made of polyethylene,
 - Of ¼” depth,
 - With 2” x 2” open shaft.

- Circular face plate:
 - Of 4” diameter,
 - Made of polyethylene,
 - With extending walls of ¼” depth,
 - Extending perpendicularly from receiver tube cover, and
 - With raised studs about perimeter of the circular face.

- Insertable design images:
 - Of 4” diameter,
 - Made of polymethyl methacrylate,
 - With perforations about perimeter, and
 - Bearing individual designs, words, images and/or logos.

- Lid piece:
 - Of 4” diameter,
 - For fitting upon circular face plate by threaded rotation, and
 - Made of clear acrylic plastic.

- Circular gasket:
 - Of 4” diameter,
 - For fitting between circular face plate and lid piece, and
 - Made of silicone rubber.

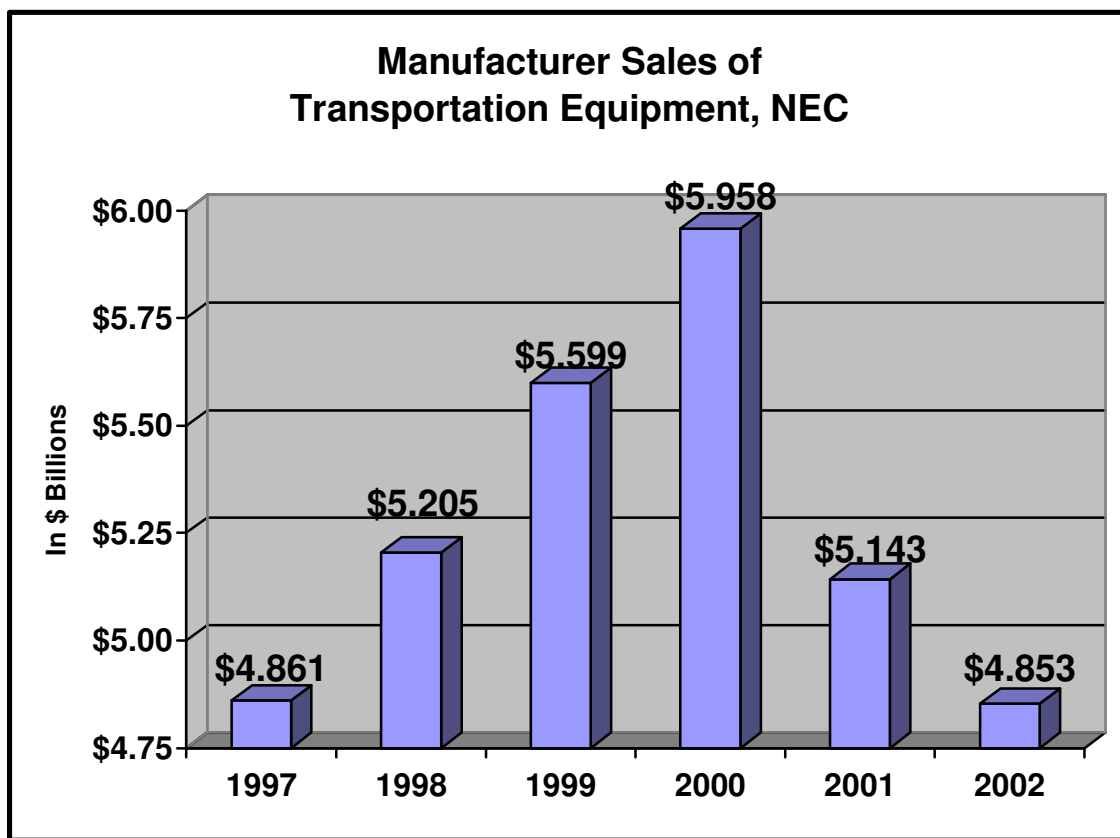


Pertinent Manufacturing Industry
For
The Trailer Hitch Receiver Cover

SIC	Industry	Companies	Annual Sales (in \$ Billions)
3799	Transportation Equipment, NEC	877	\$4.853
3993	Signs & Advertising Specialties	5,709	\$8.826

The *Trailer Hitch Receiver Cover* can be presented to particular companies in these Transportation Equipment, NEC and Signs & Advertising Specialties manufacturing industries. Trailer hitches and some of their covering pieces are made by SIC 3799 companies, and SIC 3993 includes companies that make the images and logos that could be displayed on the *Trailer Hitch Receiver Cover*.

The following chart shows the recent sales history of the Transportation Equipment, NEC manufacturing industry:



Source: U.S. Bureau of the Census

Annual sales are down slightly (0.16 percent) in first year/last year comparison. This doesn't indicate loss, however. In the last year reported of 2002, materials were at their lowest cost, and other expenses including labor were the lowest since 1997. As a result, profits in 2002 were a quarter-billion more than in 1997.

The following chart shows the recent sales history of the Signs & Advertising Specialties manufacturing industry:



Source: U.S. Bureau of the Census

Annual sales of this industry rose 22.83 percent in the last six years reported. Profits were up even higher (26.3 percent).

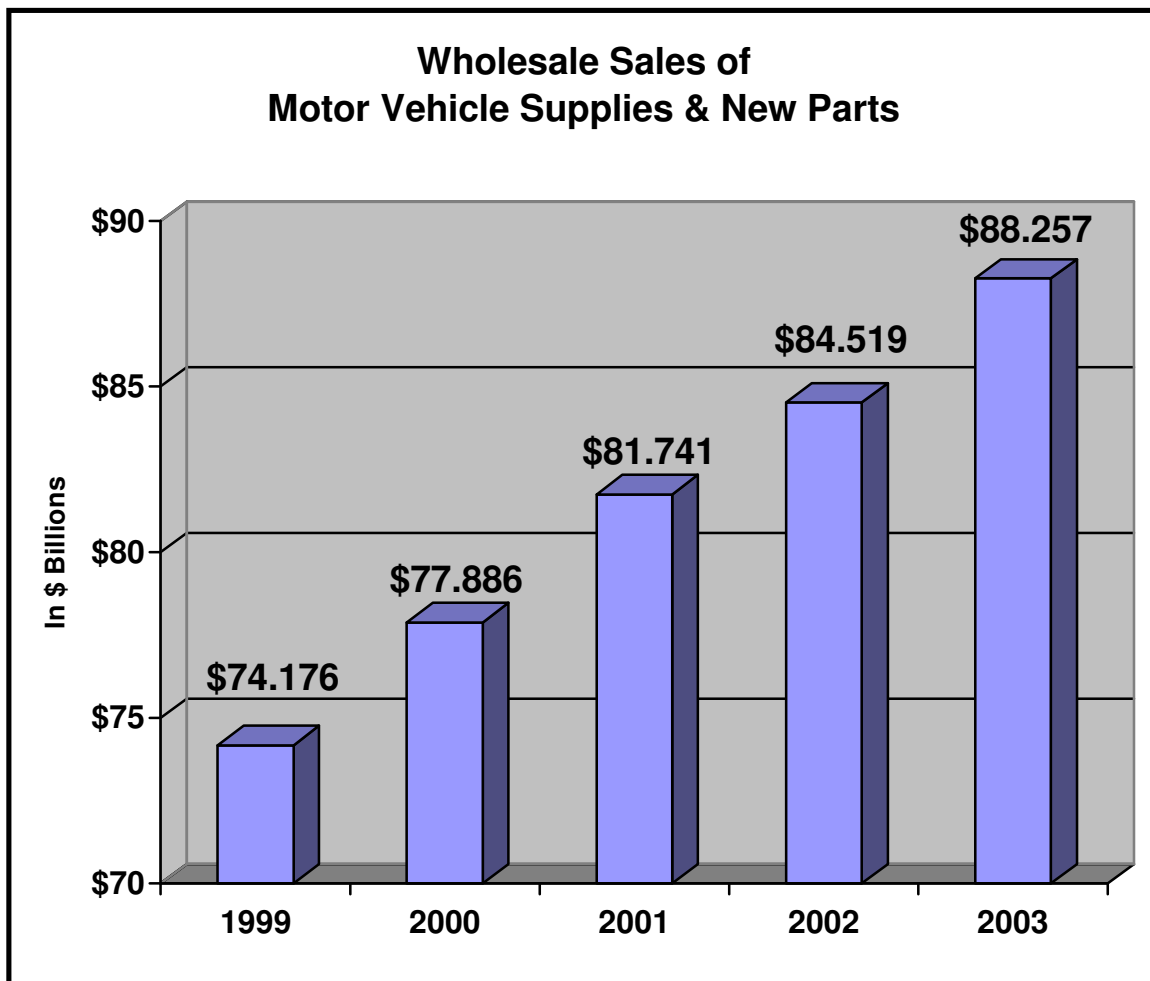


Wholesale Industry
Of
The Trailer Hitch Receiver Cover

SIC	Industry	Companies	Annual Sales
5013	Motor Vehicle Supplies & New Parts	32,141	\$84.519 billion

The *Trailer Hitch Receiver Cover* can be distributed with other vehicle aftermarket products by companies in this most relevant industry.

The following chart shows the recent sales history of the Motor Vehicle Supplies & New Parts merchant wholesale industry:



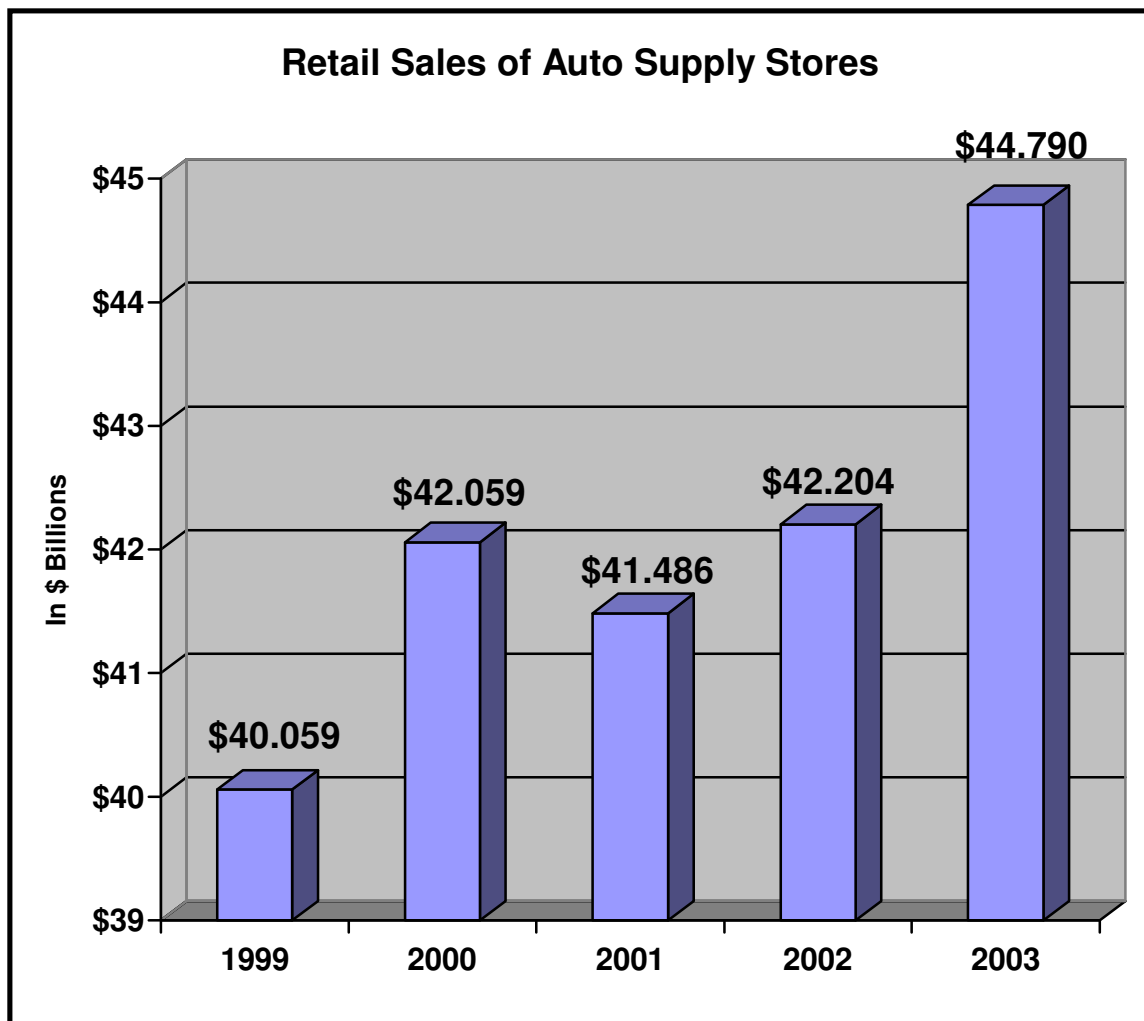
Source: U.S. Bureau of the Census

Annual sales of this Motor Vehicle Supplies & New Parts merchant wholesale industry increased 18.98 percent in the last five reported years.

Retail Industry
Of
The Trailer Hitch Receiver Cover

SIC	Industry	Companies	Annual Sales
5531	Auto Supply Stores	58,849	\$44.79 billion
5551	Boat Dealers	5,262	\$13.36 billion
5561	RV Dealers	3,014	\$14.764 billion

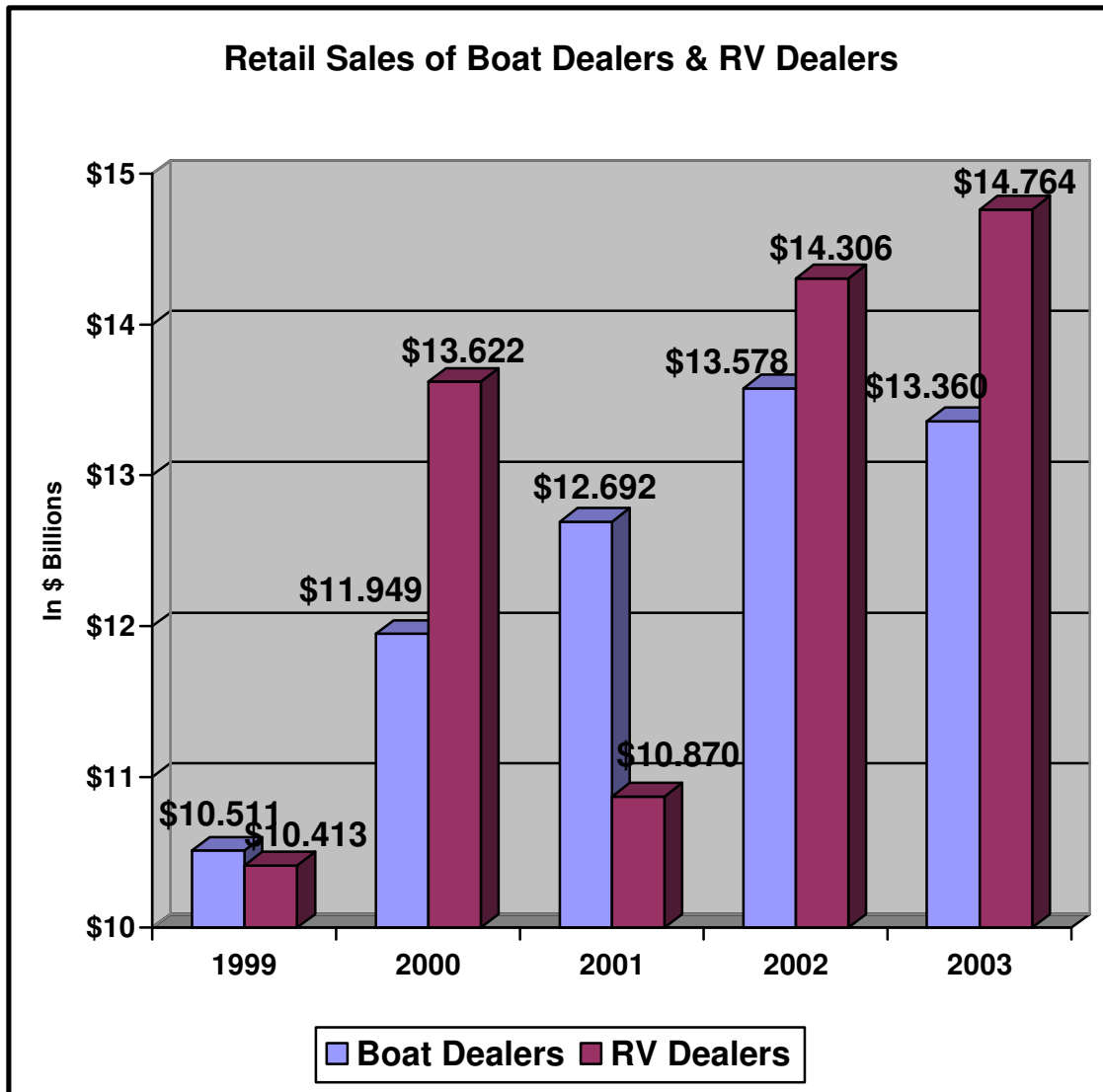
Auto Supply Stores could carry the *Trailer Hitch Receiver Cover* along with other vehicle add-ons and secondary items, and the following chart shows the recent sales history of Auto Supply Stores:



Source: U.S. Bureau of the Census

Retail sales for Auto Supply Stores rose 11.81 percent in the past five years of record. The *Trailer Hitch Receiver Cover* can certainly be sold directly by dealers that specialize in the vehicles that require trailer hitches.

The following chart shows the recent sales history of Boat Dealers and Recreational Vehicle Dealers:



Sources: U.S. Bureau of the Census, National Marine Manufacturers Association and the Recreational Vehicle Industry Association (estimates)

Annual sales of Boat Dealers grew 27.1 percent in the last five years, and Recreational Dealers enjoyed a 41.78 percent increase in sales for this same period.

Other Potential Retailers of the Trailer Hitch Receiver Cover

SIC	Industry	Companies	Annual Sales
5599	Auto Dealers, NEC	6,780	\$4.702 billion

Marketing Potential
Of
The Trailer Hitch Receiver Cover

The Trailer Hitch Receiver Cover can appeal to a large and growing market.

- The number of Americans that use trailer hitches totals almost 50 million – that's about half of all U.S. households – and the number is expected to continue growing.
- For example, sales of attachable trailers, campers and RV's have hit a new high, growing 14 percent in annual sales in 2004, which is the biggest growth this industry has seen since 1978. These items are expected to grow faster in sales (15 percent) than the rate of population growth (10 percent) through 2010. The same can be said for boats; unit sales grew 6.6 percent in 2004, and dollar sales soared 18 percent.
- The usage of such vehicles is growing, too. In fact, camper, trailer and boat usage has grown 10 percent in the last year, and even their rental has quickly grown (37 percent increase in annual sales).
- The *Trailer Hitch Receiver Cover* can be a desirable accessory to this large and growing consumer market.

The Trailer Hitch Receiver Cover an appeal to new and desirable consumers.

- As noted, sales of trailer-using vehicles such as boats and attachable trailers are growing, and this growth is expected to continue. It should be noted, though, that this growth is due to an entirely new consumer market.
- For example, the average boat owner is 39 years old with an average income of \$52,000. Today's new boat purchasers, however, are in their early 50's and with income levels in the mid-\$60,000 range. Obviously, this field has been opened to a new generation, and these Baby Boomers are making personal investments in personal recreation just prior to retirement.
- And to this particular generation, everything they own is personal – and personalized, to boot. They want individuality. Psychographic studies conducted about this Baby Boomer generation report that these consumers strongly desire to express their individuality, and without association or affiliation with name brands or corporate logos like younger generations do.
- The *Trailer Hitch Receiver Cover* allows this new boat-owning generation to join the club, but while still retaining their individuality. It allows them to display the images that they individually favor, and to change these personal images at will.

The Trailer Hitch Receiver Cover can prevent damages and injuries, as well.

- Trailer hitches are certainly valuable tools, and perform quite a load of work and convenience while used. When not in use, however, they can actually be a nuisance.
- Simply put, they're too difficult to see. They can be easily struck by other vehicles, and trailer hitches are commonly bumped into by pedestrians to top it off.
- The *Trailer Hitch Receiver Cover* provides a needed aid to visibility, which can help prevent these accidents and injuries from occurring.

Sources: National Sporting Goods Association, Recreational Vehicle Industry Association, National Marine Manufacturers Association, *Consumer Expenditure Survey*, and *Fixing to Stay*.

Potential Consumer Base
For
The Trailer Hitch Receiver Cover

The *Trailer Hitch Receiver Cover* can appeal to a very large consumer market that is not only growing in size, but in other demographic categories, as well, including income and geographic applicability.

Demographic Analysis of Potential Consumers		
	Boat Owners	Attachable Trailer & Camper Owners
	<i>By Demographic Share</i>	
<i>Age</i>		
Under 25	14.2 %	4.11 %
25 to 34	22.0 %	15.5 %
35 to 44	25.8 %	35.9 %
45 to 54	19.2 %	13.1 %
55 to 64	11.7 %	25.0 %
65 and Older	7.1 %	6.39 %
<i>Income</i>		
Under \$15,000	6.3 %	3.1 %
\$15,000 to \$24,999	6.9 %	7.61 %
\$25,000 to \$34,999	7.2 %	11.78 %
\$35,000 to \$49,999	10.5 %	11.13 %
\$50,000 to \$74,999	21.0 %	34.96 %
\$75,000 to \$99,999	15.1 %	9.71 %
\$100,000 and Over	32.9 %	21.73 %
<i>By Region</i>		
Northeast	17.4 %	18.2 %
Midwest	30.1 %	24.3 %
South	32.0 %	32.5 %
West	20.5 %	25.0 %
<i>By Race/Ethnicity</i>		
White	79.8 %	99.81 %
Black	13.9 %	-0-
Hispanic	8.2 %	0.58 %
Other	6.3 %	0.19 %
<i>By Marital Status</i>		
Single	24.2 %	1.68 %
Married	61.6 %	75.29 %
Separated/Widowed/Divorced	14.2 %	23.04 %

Sources: Simmons Inc., Third Wave Research and *Consumer Expenditure Survey*.

Cost and Price Estimates
For
The Trailer Hitch Receiver Cover

All estimates for the possible costs and prices of a new, yet-to-be-manufactured item are very difficult to estimate. This difficulty is due to potential variations in the costs of initial materials, the rate of production for the item, and its initial consumer demand. As a result, these estimates are very difficult to comprise. Moreover, research on estimated costs and prices is very restricted so as to avoid improper disclosure of the *Trailer Hitch Receiver Cover* while still in these beginning stages.

In order to provide further detailed information for consideration, however, such estimates should be offered. The “Best Estimate” enclosed within is primarily based upon pricing of similar products (when possible) by this applicable manufacturing category, current cost of necessary materials, and average value added for the applicable manufacturing industry.

These estimates are broad, subject to change, and are enclosed only to offer a preliminary means of evaluation of product value for the *Trailer Hitch Receiver Cover*. Of course only you, the manufacturer, could properly determine the costs and prices.

The broad estimates on potential costs and prices for *Trailer Hitch Receiver Cover*, throughout the line of distributors, could be:

	Low Range	Mid Range	High Range
Materials Cost	\$2.55	\$3.20	\$4.00
Manufacturer’s Cost	\$5.75	\$7.20	\$9.00
Wholesale Price	\$10.00	\$12.60	\$15.75
Supplier’s Price	\$13.45	\$16.80	\$21.00
Retail Price (MSRP)	\$19.25	\$25.99	\$29.99

For individual emblem display disks sold separately, the costs and prices throughout the line of distributors could be:

	Low Range	Mid Range	High Range
Materials Cost	70¢	90¢	\$1.10
Manufacturer’s Cost	\$1.35	\$1.70	\$2.10
Wholesale Price	\$2.35	\$2.95	\$3.65
Supplier’s Price	\$3.15	\$3.95	\$4.90
Retail Price (MSRP)	\$4.50	\$5.69	\$6.99

REMINDER: It is extremely important to remember that the above costs and prices are only broad estimates. Actual costs and prices can only be determined by manufacturing companies with a good understanding of their own production capabilities and by suppliers and outlets, based on the final prices offered to them.