

A grayscale photograph of a car's front end, specifically the headlight and grille area, serves as a background for the lower half of the image. The car is dark, and the lighting highlights the contours of the headlight and grille.

2010

NEW PRODUCTS

Exceeding Customer Expectations In Everything We Do



Booster Cables

Simple, Safe and Ultra Secure

Whether it's your vehicle or you are being the good samaritan, jump starting a battery is never a pleasant task. The most difficult and potentially dangerous part of the job is securely attaching the booster cable clamps to the battery posts.

Hopkins' new patent pending Cinch-Lock™ Technology delivers unmatched ease of use and clamping security.

Cinch-Lock™ clamps are 400% easier to open and close and provide 300% more clamping force, making a secure attachment both effortless and safe.

To achieve a successful jump start it's important to maximize the amps traveling through to the dead battery. Juice™ booster cables deliver up to 25% more amps than the competition.

Juice booster cables include a full line of high quality cables, featuring Cinch-Lock™ clamps. Take advantage of an excellent opportunity to improve sales by moving customers up to a better performing product.





BC0800
Standard Power Booster Cables
12 Feet / 10 Gauge

- Standard cable clamps
- Bonus storage bag



BC0820
High Power Booster Cables
14 Feet / 8 Gauge

- 55% more power than 10 gauge cables
- Patent Pending Cinch-Lock™ Technology for safer and easier jump starts
- Bonus storage bag



BC0840
Ultra Power Booster Cables
16 Feet / 6 Gauge

- 150% more power than 10 gauge cables
- Patent Pending Cinch-Lock™ Technology for safer and easier jump starts
- Bonus storage bag & terminal cleaning tool



BC0860
Ultimate Power Booster Cables
20 Feet / 4 Gauge

- 300% more power than 10 gauge cables
- Patent Pending Cinch-Lock™ Technology for safer and easier jump starts
- Bonus storage bag & terminal cleaning tool



Worry-Free Jump Starts

Juice SafeGuard™ booster cables automatically detect which battery terminals are positive and which are negative – delivering a worry-free jump start – every time! Hook either clamp to either terminal. No worries.

SafeGuard™ is the safest and easiest booster cable on the market.



BC0880
SafeGuard™ Booster Cables
16 Feet / 6 Gauge

- 150% more power than 10 gauge cables
- Patent Pending Cinch-Lock™ Technology for safer and easier jump starts
- Automatically detects polarity and prevents incorrect hook-ups
- Bonus storage bag & terminal cleaning tool



JUICE PERFORMANCE		CHOOS E THE RIGHT BOOSTER CABLE S™				
		Standard Power™	High Power™	Ultra Power™	Ultimate Power™	SafeGuard™
Length and Wire Gauge		12 Feet / 10 Gauge	14 Feet / 8 Gauge	16 Feet / 6 Gauge	20 Feet / 4 Gauge	16 Feet / 6 Gauge
Power Rating		Standard	55% More	150% More	300% More	150% More
Ideal Size of Vehicle		Small Car	Mid-Size Car Small Truck / SUV	Large Car Mid-Size Truck / SUV	Large Truck / SUV	Large Car Mid-Size Truck / SUV
Clamp Style		Spring Loaded	Cinch-Lock™ Technology	Cinch-Lock™ Technology	Cinch-Lock™ Technology	Cinch-Lock™ Technology
SafeGuard™ Technology		No	No	No	No	✓
Position of Vehicles	Front to Front	✓	✓	✓	✓	✓
	Side to Side	No	✓	✓	✓	✓
	Front to Back	No	No	No	✓	No
Bonus Accessories		No	No	Terminal Cleaning Tool	Terminal Cleaning Tool	Terminal Cleaning Tool
Storage Bag		✓	✓	✓	✓	✓
Top and Side Post Mountable		✓	✓	✓	✓	✓

Beyond Cinch-Lock™ Innovation

Juice Performance™ packaging and merchandising gives the Cinch-Lock™ innovation the stage it deserves. The selection guide (above), found on the back of every package, is another way Juice will step consumers up from the opening price point to better quality booster cables.



Cool Thinking For A Hot Category

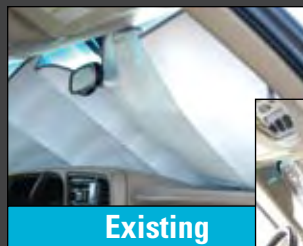
Awareness of the damage the sun can cause has grown over the past two decades. And while the consumers' need for sun protection has changed over time, existing vehicle sunshades have not.

Introducing SUNBLOCK™, innovative sunshades that improve vehicle protection, ease of use and the impact of your retail plan-o-gram.

Innovative SnugFit™ Design

Fact: Existing folding sunshades don't fit properly under the mirror in 20% of all vehicles.

That's why we developed what we call the SnugFit™ neckline on our SUNBLOCK™ shades. The deeper cut in our SnugFit™ design fits more than 95% of all vehicles. A better fit means a shade that's easier to put up ... and won't leave gaps like sagging shades ... delivering better protection from the sun!



Existing



SnugFit™ Design

Unique SnugFit™ Design

Innovative neckline hugs the mirror to help prevent sagging, bunching and gaps that can damage your sunshade and potentially your vehicle.



Better Performance. Better Protection.



Introducing the Tru-Fit™ Series

Fact: Vehicles have a nearly infinite range of shapes and sizes.

So how can 2 sizes (standard and jumbo) really fit all of these vehicles well? They can't!

And that's why we have developed the Tru-Fit™ Series, the folding shade that can be tailored to exactly fit the

windshield. Tru-Fit™ includes 9 clips that are put in place one time to adjust the shade height to the exact size of the windshield.

Tru-Fit™ delivers the best fit possible ... and we guarantee it!



Solutions For Every Consumer

GoGear™ offers a complete range of folding and pop-up shades, spot shades and other essential accessories ... everything needed to set a retail destination for vehicle sun protection.

SUNBLOCK™



Folding Shades

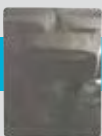


Pop-Up Shades

SUNSCREEN™



Pull Down Shades



Quick-Cling™ Spot Tints

ACCESSORIES

(26 Total SKUs)



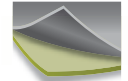
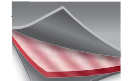
12V Fan



Innovative Quick-Cling™ Shade

Rear seat passengers want to reduce the heat and glare of the sun. Existing spot shades use suction cups that pop off, degrade from UV exposure over time, and often leave marks on the window when removed. That's why we developed Quick-Cling™, a shade that uses electrostatic energy to cling to glass.

Just press and it sticks. Nothing to adjust. No marks. Nothing is as easy to use!

SUNSHADE PERFORMANCE RATING		
		
2 Layer	3 Layer	Premium 3 Layer
		
• Reflective mylar • Standard foam insulator	• 2 Reflective mylar layers • Extra thick air insulator • Up to 10x More rigidity than 2 layer shade	• Ultra reflective barrier • Double thick foam insulator • Bonded mylar backer • Up to 25x More rigidity than 2 layer shade
MORE RIGIDITY DELIVERS A BETTER FIT FOR SUPERIOR SUN PROTECTION		

GoGear's Performance Rating System

Our innovative packaging incorporates a new Performance Rating system that explains the features and benefits of various shades ... helping consumers appreciate the benefits of our higher quality range. This is sure to shift purchases out of the opening price point!



Keep Your Interior Clean And Organized

Did you know the average vehicle interior has more than 100 items that need to find a home? Keeping clutter organized on the road has become much easier with the GoGear™ family of mobile organization products.

Keeping yourself, your passengers and your vehicle's interior clean and sanitized has just become a lot easier with the introduction of the GoGear Side of Seat Organizer™. Think of this as your "mobile clean station." It features pockets specifically designed to hold and distribute tissues, wet wipes and hand sanitizer. This product is the perfect addition to any vehicle.

By locating these frequently used essentials on the side of the passenger seat, access by back seat and front seat passengers becomes easy and convenient.

The Side of Seat Organizer™ is the perfect addition to any automotive interior accessories plan-o-gram.

SIDEORG-BLA Side of Seat Organizer

What you want ... Where you want it!



Vehicle Organizers Designed for Real Life. Rugged, Reliable... Ready for Anything!™



DM-15 Gripz Advanced™

- Bonus compass
- Innovative “compartment” design
- 44% larger than Gripz™! dash pad



ASH-COIN Ash Bin & Coin Holder

- Ash cup fits conveniently in cup holder
- Two-in-one design keeps vehicle organized
- Includes coin holder for handy organization
- Locking top opens to discard ashes



GBOX Glove Box Wallet

- Tame the clutter in your glove box
- Organizes registration papers, insurance and business cards, license and more
- Small, compact and easy to use

Organized And Off The Floor

We all keep things in our vehicles ... emergency kits, booster cables, even extra batteries for hand-held games. But there's no way to keep things organized and off the cargo floor ... until now!

Introducing the GoGear™ Cargo Carrier,™ the organizer that stays off the cargo floor! Perfect for vehicles with open cargo areas like SUVs, Minivans and Crossovers, the Cargo Carrier™ hangs from the headrest of the rear seat.

The Cargo Carrier™ keeps all your essentials organized, controlled, and off the floor. Finally, you have room for all the groceries!



CARGO-CAR Cargo Carrier™ Organizer



To Get A Better Result, Sometimes You Need Better Tools!

Drawing out the depth and beauty of your finish can be a labor of love ... or sometimes ... its just a lot of hard work. Buffers can help make the job easier. But as the leader in vehicle cleaning tools, we took a different approach.

Focus on ergonomics ...

As you can tell from our AutoSpa™ buffers to the right, our designs were grounded in a deep understanding of how DIYers use buffers. Integrating multiple hand positions makes our buffers easier to use on a horizontal surface, vertical surface, or any point in between. We built in kickstands to allow DIYer's to rest the buffer without contaminating the pad. A top mounted on/off switch increases ease of use and safety. Combined with our premium AutoSpa™ foam, wool and microfiber bonnets (available separately), protecting your finish has never been easier.

Premium branding ...

As paint technology changes, consumers are increasingly wary of how to take care of it. Nothing says you're in good hands like AutoSpa™.

The AutoSpa™ brand appeals to consumers who have a wide range of preferences for cleaning chemicals. It elevates the consumers' expectations for quality ... and we deliver that promise in every product that wears its badge. We're proud to put the AutoSpa™ name on our new range of buffers!

Innovative packaging ...

Touch and feel open front packaging engages the consumer at retail making the product more appealing and easy to approach for consideration. In addition, these innovative retail solutions are ideal for placement in plan-o-grams and for end-cap promotions when you have heavy seasonal traffic.

Available in 6" and 10" models, the new AutoSpa™ range complements all of the polishing chemical brands you sell.



6"
94000AS



10"
94001AS

Expand market penetration by branding **ENTHUSIAST**
items in hard to place category segments

ON TREND specialty SKUs offer premium specialized cleaning
solutions that tie-in with specialty chemicals

BRAND NEUTRAL

45612AS

Wax Works Exterior Detailing 2-Pack

- Professional weave wax removal pad
- 2-sided coral fleece polishing towel
- Works with all waxes and polishes
- Carded w/ luxury hang tag

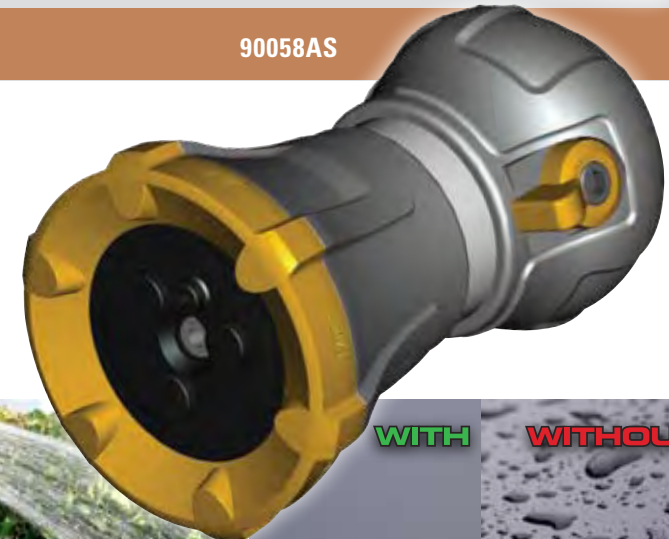


Professional Technology ... For A Spot-Free Rinse

Inspired by professional car wash technology, the AutoSpa™ Water-Shed Rinse Spot Free Car Wash Nozzle™ uses laminar flow rinsing technology to eliminate spots and dry with speed! Using an industry first 4-in-1 wash system, combined with a patent pending detachable quick connect, the Water-Shed™ is the last car wash nozzle you will ever need.

With integrated functions for pre-wash, jet wash, shower rinse, and spot free rinsing, combined with added value components like an all metal core, rubber overmolding, and base mounted on/off control, the Water-Shed Spot Free Car Wash Nozzle™ takes car washing to the next level.

90058AS



4 Easy Steps

AUTOSPA
LUXURY CAR CARE



1 **Pre-Wash**
Gentle Mist Spray



2 **Jet Spray**
Blast Away Dirt



3 **First Rinse**
Shower Spray



4 **SPOT FREE**
WATER-SHED RINSE...

Everyday Cleaning Products



45214

Gripper Applicators 5-Pack

Multi-Purpose Applicator Pads w/ No Mess Handle

- 3 Microfiber applicators, 2 Terry applicators
- Ideal for interior and exterior uses
- No mess handle, keeps hands clean
- Value-added retail display pack



92144

Easy Grip 4-Pack Tire Shine Applicators

- 4 Tire shine applicators w/ interchangeable NO MESS handle
- Applies liquid evenly and smoothly
- Foam contours to tire shape
- Washable & reusable



45010

Microfiber Max Super Absorbent Drying Towel

- Professional weave creates more drying sides and absorbs faster
- Extra large (22" x 30") size dries faster
- Polishes as it dries
- Lint & streak free

Shine Like The Professionals With The New Brush & Shine Tire Shine Applicator

93045

Professionals use a brush to quickly and evenly apply tire shine and gel without the worrying of contaminating their paint and wheels. Brush fibers, unlike foam applicators, reach in and around the tires raised letters and deposit just the right amount of liquid to bring back the shine. To keep the shine and gel off your prized wheels there is a retractable rim guard that holds the liquid on the tire, not on the wheel.

- Professional-style brush applicator
- No mess when applying gel, dressing and tire shine
- Keeps hands clean
- Sliding rim guard for standard and low profile tires



Introducing Carrand™ Professional Car Care

When cleaning is your business, you pay attention to the details. And that's exactly why Carrand™ has become the leader in the retail automotive cleaning and detailing market.

We sweat the details ...

As a professional detailer, you depend on your tools to get your job done. You want quality. You need consistency. That's why we created the Carrand™ Professional Car Care line of products. We set new standards for professional cleaning products with innovation, quality and reliability.

Certified quality ...

Each of our products is subjected to rigorous testing standards that are independently certified to ensure they meet your demanding needs.

Our team promises to deliver a quick-response to your needs and to anticipate and manage the evolving demands of your customers.



Car Wash Towels



Drying Towels



Mitts & Pads



Microfiber Towels



Sponges



Applicators



Bonnets



Maximum Durability ... Superior Ergonomics

Extensive field research shows that standard connectors don't meet consumers' expectations for durability and ease of use. A need exists for more durable connector products that step up to their expectations.

Loaded with performance enhancements, our Endurance™ Professional Wiring Series sets the new standard for quality.

- Over-built attachment points, hinges and lids with elevated weather resistance for increased durability
- Larger, more intuitive grips for connecting and disconnecting convenience

- Professional Series packaging stands out in the plan-o-gram, highlighting key product features and benefits and the industry's best 3-year warranty

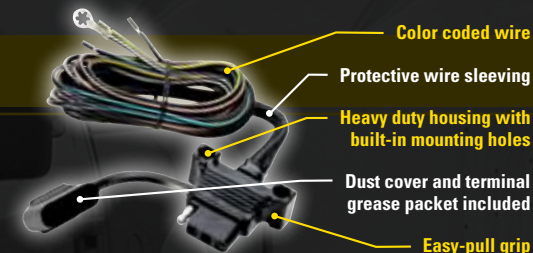
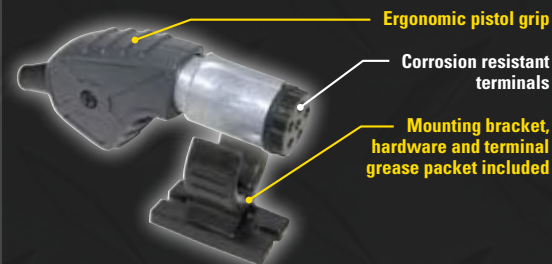
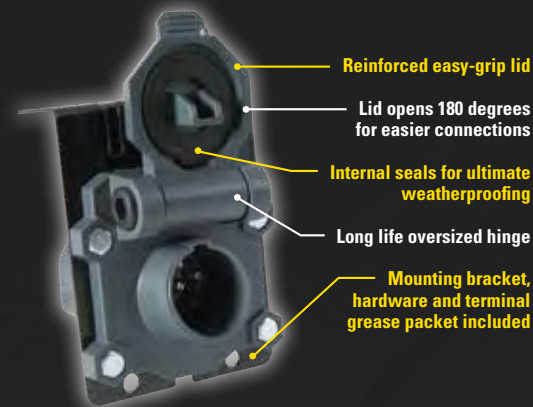
The Endurance™ family of products has proven to be highly successful, commanding strong point of sale performance and excellent consumer purchase satisfaction. Our customers have benefited from increased average ticket rings and margins. The product line consists of 14 SKUs representing today's most popular connectors.

New for 2010, we are extending the Endurance™ promise to a Multi-Tow® Adapter, 4-Wire Flat Y-Harness and 5-Wire Flats.

Making The Towing Experience Simpler And More Rewarding Through Innovation And Value™

ENDURANCE™

PROFESSIONAL WIRING SERIES





47570
Endurance™ Multi-Tow® Adapter
 7RV to 6-Pole (2 wiring codes), 5 and 4-Wire Flat

- Four connection options in a single device
- Patented quick-change 6-pole terminal to better accommodate the 6-pole trailer wiring codes
- Designed with features for longer-lasting durability



48470
Endurance™ Multi-Tow® Connector
 7RV Blade, 5 and 4-Wire Flat

- Multiple towing options from one connector
- Long-life hinge opens 180 degrees
- Reinforced easy-grip lid
- Ultimate weatherproofing and corrosion resistance



48240
Endurance™ 4-Wire Flat Y-Harness
 20 Feet Length for Rewiring a Trailer

- Easy-pull grip – easier to disconnect
- Wire protected with nylon sleeving and heat-shrink tubing
- Includes molded-in dust cover and grease packet
- Tin-plated terminals to prevent corrosion



47890 • 47900 • 47910
Endurance™ 5-Wire Flat
 Vehicle and Trailer Connectors

- Easy-pull grip – easier to disconnect
- Wire protected with nylon sleeving and heat-shrink tubing
- Includes molded-in dust cover and grease packet
- Tin-plated terminals to prevent corrosion

We Make Re-Wiring A Trailer Easier

If you haven't re-wired a trailer recently, chances are you don't know what you need to buy to get the job done right. Our research shows retailers are missing out on these sales opportunities.

Introducing Hopkins Trailer Wiring Installation Kits. These kits bring together all the essentials for re-wiring your trailer including splices, terminals, cable clamps and ties, grease and other essentials.

Available in 3 sizes and targeting different price points, these kits are sure to give a lift to your sales!



51000 Trailer Wiring Installation Kit (42 Pieces)

51010 Trailer Wiring Installation Kit (43 Pieces)
 Includes Multi Purpose Wire Tool

51020 Towing Deluxe Electrical Accessories Kit (100 Pieces)
 Includes Multi Purpose Wire Tool & Circuit Tester

Unprecedented T-Connector Expansion

We have invigorated our application specific Vehicle Wiring Kit segment, introducing an unprecedented number of new applications to address the ever changing mix of tow vehicles.

Throughout 2009, we have already introduced more than 125 new Plug-In-Simple® Vehicle Wiring Kit applications! And each month, we introduce additional kits. For 2010, we will introduce another 85+ new applications, giving you the most comprehensive selection in the industry.





Making Fluid Transfers Easier

There's not much in an engine that is easy to get to. This is especially true when it comes to adding fluids to your vehicle. Older engines may have the fluid reservoir clear in the back of the engine or hidden deep underneath various belts and hoses. Newer engines are so cramped you are lucky to find anything.

The Tight Spot Funnel™ is the perfect tool for difficult fluid transfer jobs.

Made of high grade flexible plastic, the Tight Spot Funnel™ can be bent and formed to most any shape, allowing access to even the most difficult fluid reservoirs. Features such as easy grip ribs and a no mess splash guard make adding engine fluids a no-hassle experience. And when you're done, the Tight Spot Funnel™ expands right back to its original shape. The Tight Spot Funnel™ is the next impactful tool created to stimulate sales and increase consumer satisfaction.

10716WR
Tight Spot Funnel™



Start To Finish Fluid Handling Solutions

The Complete Oil Change

One way to save money today is to change your own oil. But, do you have everything you need? The Flotool® Oil Change Kit includes a drain pan, filter gripper, Tight Spot Funnel™, shop towels and latex gloves ... sure to drive sales, promote oil sales and keep your customer coming back for more.

Don't miss out on great promotional opportunities during key oil change season.



Twist 'Til It Clicks

One of the hardest things to judge when changing your vehicle's engine oil is the tightness of the oil filter. Is it too tight? Is it too loose? Make a mistake and risk damaging the filter or, worse yet, causing an oil leak.

The Perfect Tight™ Filter Wrench is the answer. Using Perfect Tight Torque Technology, this wrench tightens the oil filter to the perfect tightness – every time! Just twist the wrench until it CLICKS. You're done.

Never over or under tighten your oil filter again.

Perfect Tight™ is also available as an adapter, sold separately, and fits all styles of cap wrenches.



No Longer Hard to Reach

It never fails that the fluid reservoir you need access to is located clear in the back of the engine or situated at a difficult angle that makes a traditional funnel impossible to use. The Utility Funnel™ provides the perfect solution.

With a long, flexible spout and no-mess backslash, this new funnel easily provides the reach and flexibility you need to get the job done.

Managing retail space is key to your success. The Utility Funnel™ is nestable, allowing you to merchandise these funnels in a ring. This increases product visibility and eliminates wasted space in your plan-o-gram.

The Utility Funnel™ ... an essential tool for every DIYer.



10717WR
Utility Funnel™



Break Through The Thickest Ice

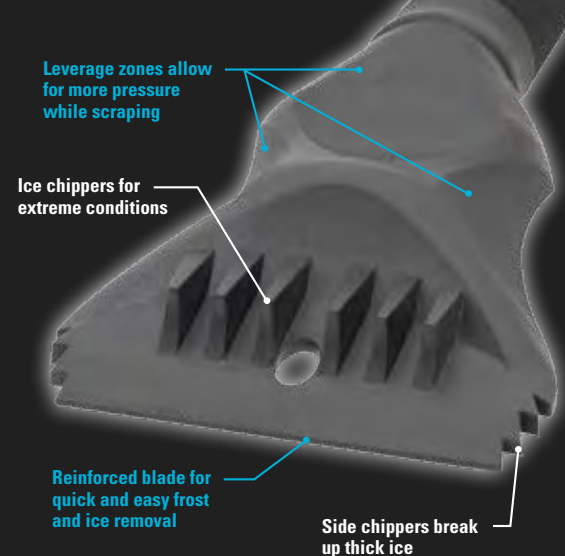
When faced with a vehicle covered with ice and snow, the last thing you need is to spend more time out in the frigid cold trying to clear your vehicle.

Introducing the Avalanche™ family of snow and ice tools, featuring Hopkins' most aggressive scraper blade, designed specifically to break through even the thickest ice.

Choose the 35" Avalanche Snowbrush™ for small to mid sized vehicles. Need to reach clear across a large SUV, truck or Crossover? Then try the 54" Avalanche Pivoting Snowbroom™, designed not only to break through ice, but also to effectively clear even the deepest snow. Consumers will see the value and you will see your winter care sales rise.

14015
Avalanche 54" Pivoting Snowbroom™

World's #1 Selling Winter Care Brand™



14014
Avalanche 35" Snowbrush™



Winter Accessories are Money in the Bank

Capitalize on an excellent opportunity to gain incremental sales by cross-merchandising winter accessory products to your current snow and ice tool consumers. With eight different accessories to choose from, SubZero® has the perfect product to fit your winter seasonal plan-o-gram.



12201

Ice Cleats

- Aggressive spikes help prevent dangerous slips and falls
- One size fits most all shoes
- Durable material for long lasting effectiveness



12350

Hot Spot™ Hand Warmers

- Up to 10 hours of heat
- Activates in seconds
- 2 warmers individually packaged



12360

Hot Spot™ Toe Warmers

- Up to 5 hours of heat
- Designed to work in boots or shoes
- Air activated - no heating required

A Popular Gift Item Just Got Better

As Hopkins launched the Ice Scraper Mitt in 1983, it quickly rose to one of the best selling gift items in the US. Today it continues to be a sought after gift, as well as desirable snow & ice tool for frigid winter mornings.

With a new soft quilted design in three new colors, your consumers will again find the Ice Scraper Mitt to be an extraordinary addition to their shopping basket.

- Quilted outer layer for exceptionally soft feel
- Cotton core and fleece lining for extra warmth and comfort
- Durable scraper breaks through the toughest ice



13920 **Premium Ice Scraper Mitt**



Elevate Driver Awareness

nVISION™ offers a wide range of driver awareness solutions that help with visibility, warning, and detection.

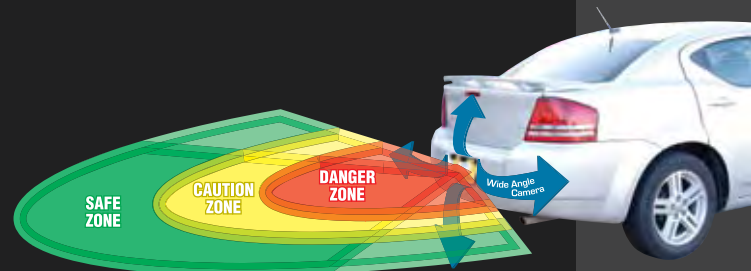
All nVISION™ products are high-quality, a great value and easy to install, making them the perfect choice for consumers.

Back your vehicle with confidence, *every time* with the nVISION™ Rearview Camera System. SmartZone™ Sensing technology provides ultimate protection when backing with the combination of camera and sensors.

By actively sensing the LOCATION (Left, Middle, Right), and how far away the object is from the vehicle, the driver knows the exact location of an object.

Achieve a new level of safety and provide an innovative solution to the ever increasing problem of backup accidents. This system is great for all vehicle owners and installs in minutes!

SmartZone™ Sensing actively senses the location (Left, Middle, Right), and how far away the object is from the vehicle, letting the driver know the exact location of an object.



60195VA

Rearview Camera System



Driver Awareness Solutions™

Tire Pressure Monitoring System 30100VA

Kit includes 1 monitor with non-skid pad, 1 power cord and 4 tire sensors

Easily installs in minutes

- No professional installation required

Fully customizable

- Works on all sizes of tires up to 150 PSI
- Monitors up to 24 tires simultaneously

Multi-vehicle memory

- 4 customizable memory settings
- Easily transferred between vehicles

Wireless technology

- Works even when vehicle is not moving



30101VA
TPMS Sensor 2-Pack

Back Up Sensor System

60100VA



- Perfect for Cars, Trucks, and SUVs
- Helps prevent accidents and injury
- Detects objects up to 5.5 feet away
- Easily mounts behind license plate
- 3-Year Warranty

Prevent Rear-End Collisions

Trying to get to your destination safely? Reduce your risk of being involved in a rear-end collision with a device that helps increase the visibility of your panic stop. SuddenSTOP® activates automatically when you slam on your brakes, flashing super bright LED's to alert the driver behind you.

Studies have shown that flashing brake lights significantly increase driver reaction time. Only a quarter-second quicker reaction time at 60 miles per hour will equal an extra 20 feet of stopping distance. SuddenSTOP® installs as easily as putting on a license plate. This braking alert is not part of your car's electrical or braking system, so there are no wires to attach. Installs in just seconds!

In a panic stop, SuddenSTOP® can make all the difference.



24010
SuddenSTOP® Braking Alert



LED's Flash!

"Cannot even describe what a relief it is to have this on my son's car. This puppy does the trick!! It's wild how it does not light up during normal driving (I was skeptical) and only when you apply the brakes suddenly.

It really works!!"

- SCOTT R - RICHMOND, VA



Hopkins Manufacturing Corporation

Phone: (620) 342-7320 • Fax (620) 343-8268 • www.hopkinsmfg.com

