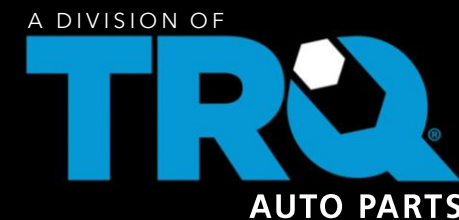




# TOW MIRRORS

2021 PRODUCT INFORMATION GUIDE





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**Why Upgrade to a Tow Mirror**

**Why Buy a Trail Ridge Mirror**

**Key Differentiators**

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## WELCOME TO TRAIL RIDGE

Trail Ridge Truck Accessories are developed and built with a promise to provide high quality, durable accessories for your truck and back them with the best warranty in the industry. We source only the highest quality materials and construct our parts to meet or exceed OEM standards. All our products are rigorously tested to ensure superior fit, function and durability. Quality, Trusted Value and Hassle-Free Installation all backed by our 100% Satisfaction Guarantee







# WHY UPGRADE TO A TOW MIRROR?

## Make the function of towing easier:

- Provides a larger diameter glass.
- Larger housing can encompass different glass shapes and dynamic lighting.
- Extending arms help to see trailer loads in tow and aids in parking.
- Manual or electric folding mirrors make fitting into spaces easier and preventing damage when not in use.



## An OEM plus sale to bring the truck up to date:

- Newer body style mirror
- Factory style mirror on a light chassis

## As a style accessory:

- Added to trucks that may not have towing mirrors from the factory.
- Different mirror styles
- Variety of cap colors / finishes (PTM, Chrome, Black Textured Plastic)
- Variety of blinker lenses (Smoke, Clear, Amber)



## Repair or Replacement:

- Higher incidents of damage at construction sites, where trucks are prevalent.
- Tow mirrors are more likely to hit something vs. a smaller style mirror.
- Increasing number of trucks coming out with electric mirrors. Excessive use can wear out the motor.





## WHY BUY A TRAIL RIDGE TOW MIRROR?

### High Quality Construction and Materials

- Trail Ridge has galvanized or stainless-steel internal parts
- Competitors have lower quality materials prone to chipping/peeling, allows corrosion & rust
- Trail Ridge follows OEM construction with consistent folding tension and durability, minimized vibration, and Plug & Play - Uses original mounting points and OE connectors

### Fit and Finish is Exceptional

- Mirror glass is inspected for edge smoothness and reflective surface perfection.
- Chrome mirrors passed CASS28 (Copper Accelerated Acetic Acid Salt Spray test) for chrome thickness.
- Each chrome component is hand-picked and inspected to check coloring, reflection, surface perfection

### Upgrade Features

- Variety of finishes & features, some not available from the OE (not available on all models)
- Some applications have a turn signal light
- High quality chrome trim
- High power, bright LEDs - Includes heat sink
- Puddle Light
- Clearance Light
- Power Fold Upgrade helps prevent damage to the mirror (garage, parking lots, parked on road, drive-thru, etc.)



# KEY DIFFERENTIALS

## Fit & Finish



Ours

High quality ABS plastic-injection parts create smooth surface and tight & consistent panel gaps.



Others

Low quality plastic parts have a dull appearance and inconsistent panel gaps.



## Higher Quality Fit and Finish



# KEY DIFFERENTIALS

## Actuator



The diagram illustrates the key difference in mirror actuators. At the top, a side mirror is shown with a line pointing to its actuator. Below this, two actuators are compared:

- Ours**: OEM Size 4" Actuator. The actuator is shown with a red "4" and a white arrow indicating its size.
- Others**: Wrong Size Small Actuator. The actuator is shown with a red "3" and a white arrow indicating its size.

Higher Quality Mirror Actuator

# KEY DIFFERENTIALS

## Adjustment



### Ours

Full Range Adjustment – Correct design is on the back of our glass where customers don't see to allow more vision.



### Others

Limited Adjustment – Incorrect design is used that can cause limited or inadequate vision.

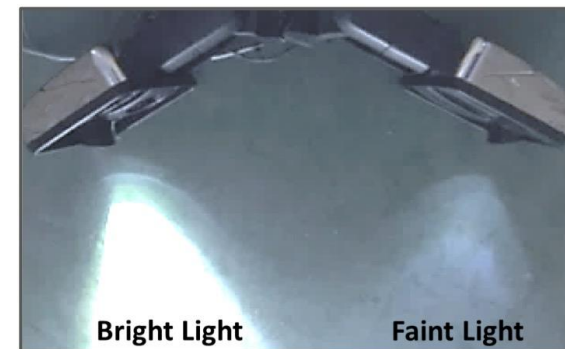


Higher Quality Mirror Adjustment



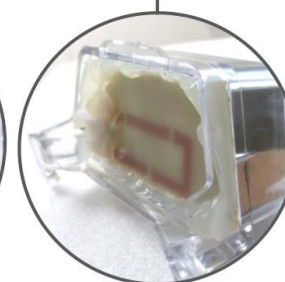
# KEY DIFFERENTIALS

**Spotlight**



High Power LED  
W/ Heat Sink

**Ours**



Non High Power LED  
W/O Heat Sink

**Others**



**Higher Quality Spotlight**

# KEY DIFFERENTIALS

**Chrome**



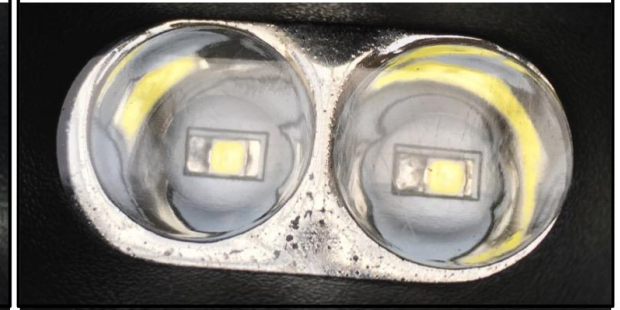
**Ours**

All chromed components including reflector in spotlight are hand-picked and inspected twice to ensure the highest quality.



**Others**

Low quality chromed pieces with debris inside the lens can deteriorate quickly.



**Higher Quality Chrome**

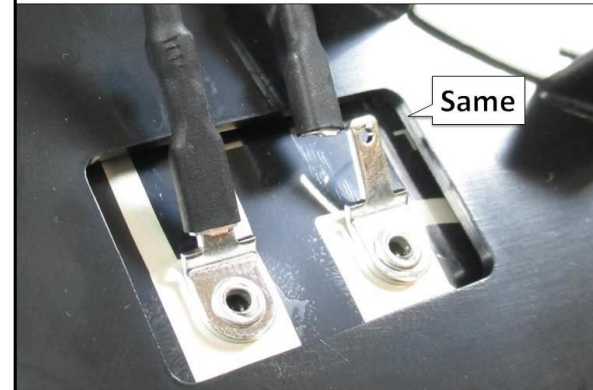
# KEY DIFFERENTIALS

## Wire Construction



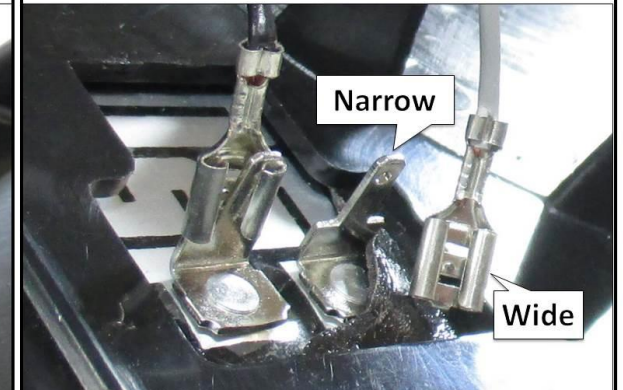
### Ours

Size-Matching Male/Female Pins – Pins stay secure and wrapped in heat-shrink tube to prevent short.



### Others

Incorrect Size Male/Female Pins – Pins are falling apart before use and have potential to cause fire.

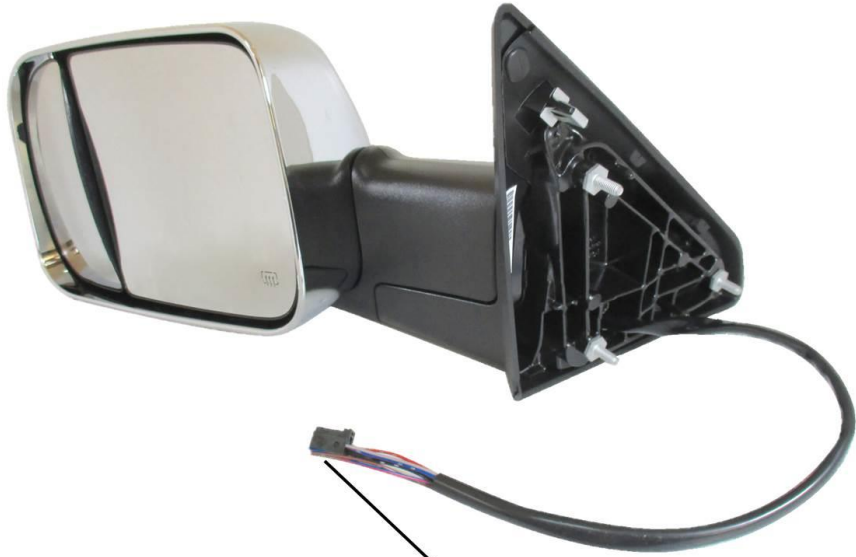


**Higher Quality Wire Construction**

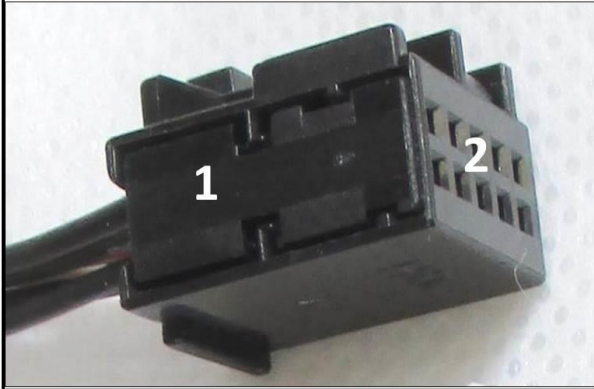
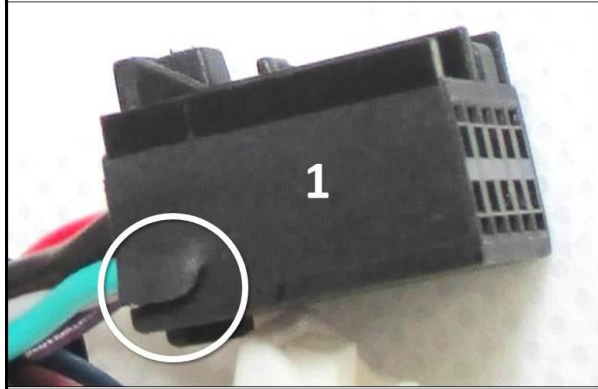


# KEY DIFFERENTIALS

## Plug



The diagram shows a side mirror assembly with a callout line pointing to the plug component. Below this, a comparison is made between two plug designs.

Ours	Others
OEM-Construction Plug – Durable 2-Piece Design	Non-OEM Construction 1-Piece Design breaks easily.
	

**Higher Quality Plug**

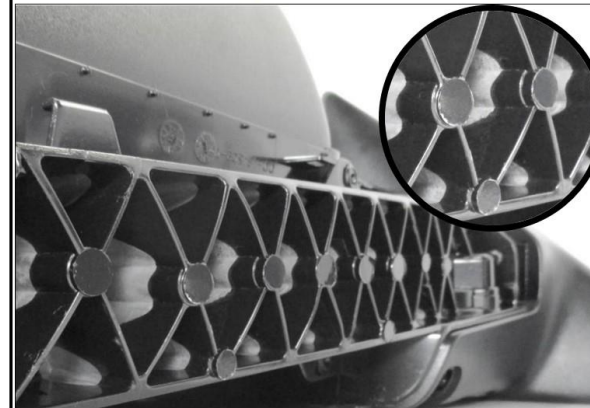
# KEY DIFFERENTIALS

## Metal Construction



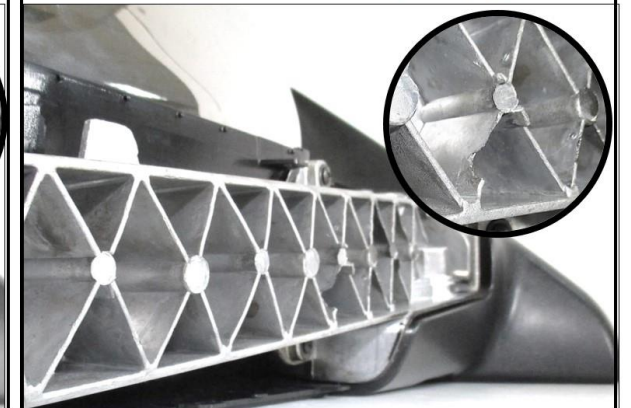
### Ours

Smooth and galvanized/electro-coated metal construction throughout for rust-free operation.



### Others

Untreated metal parts on the back of the arm cover. Corrosion and rust can quickly appear.



**Higher Quality Metal Construction**



# Marketing Support



**Website**

**YouTube Videos**

**Photography**

**Fitment Data for SEO**

**Packaging**



# Website Branding

**Home Page:** [www.trailridgetruck.com](http://www.trailridgetruck.com)

As the home of Trail Ridge accessories, the site provides;

- Reinforcement of the brand, imagery and messaging.
- Access to the Trail Ridge YouTube channel with a library of promotional and installation instruction videos.
- Detailed examples of how the Trail Ridge product line provides higher quality fit, finish, construction and material compared to lower end vendors.
- Linked retailer logos of where to buy the products.



# YouTube Videos

Link: [Trail Ridge YouTube Page](#)

## Promotional & Installation Videos

- To be used with all Trail Ridge SKUs
- Promote Trail Ridge Brand / Mirrors / Lifestyle
- Provide link to [trailridgetruck.com](http://trailridgetruck.com) for more information
- Used as a competitive advantage for online retailers.



Trail Ridge Dodge Ram Towing Mirror Installation Instructions TRMRP00015  
237 views • 1 year ago



Trail Ridge

This video shows how to install Trail Ridge Towing Mirrors.



Trail Ridge Towing Mirror Installation Instructions TRMRP00014  
210 views • 1 year ago



Trail Ridge

For More Info visit us at: <http://1aau.to/h/b3P/>



Trail Ridge Ford Towing Mirror Installation Instructions TRMRP00019  
1.6K views • 1 year ago



Trail Ridge

For More Info visit us at: <http://1aau.to/h/b5t/>

# Photography For Retail Support

Dedicated staff for product imagery

- Multiple stock photos for each SKU listing
- Beauty shots for specific vehicle installations
- Photo editing and graphic layout services available






# Quality Fitment Data

Refined and robust data and images;



- Help differentiate SEO results.
- Drives more traffic and sales to Trail Ridge product pages.

Replaces  
Chevrolet GMC Driver & Passenger Side 2 Piece Mirror Set Trail Ridge

FREE SAME DAY SHIPPING













Frequently bought together

 Chevrolet GMC Driver & Passenger Side 2 Piece Mirror Set Trail Ridge \$194.95	+	 Dual Garage Parking Assist Laser Park Right 37110 \$33.95
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Add Both To Cart

Ads · See towing mirrors 2007 chevy silverado

									
Trail Ridge 2008-13 Chevrolet Silverado 1500... \$194.95 ★★★★★ (59)	Chevy Silverado 2007-2013 Towing... \$349.99 TopGearAuto...	Trail Ridge 2007 Chevrolet Silverado 1500... \$114.95 1AAuto.com Free shipping	2007-07 Chevrolet Silverado 1500 Classic... \$103.99 CarParts.com Special offer	Chevy Silverado 2007-2013 Power Heate... \$199.99 TopGearAuto...	CIPA Custom Towing Mirror - Slip On - Driver Side... \$31.47 etrailer.com	Chevy Silverado 2007-2013 Towing... \$149.99 TopGearAuto...	Chevy Silverado 2007-2013 Towing... \$169.99 TopGearAuto...	2007-13 Chevrolet Silverado 1500 Mirror - ... \$56.99 CarParts.com Special offer	Chevy Silverado 2007-2013 Power Foldin... \$599.99 TopGearAuto...

# Branded Packaging

Reinforcement of the Trail Ridge look & feel;

- Consistent branding to match website & social media channels.
- Heavy-duty construction for safe shipping of products.





## Contact

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