



August 22, 2023

Attention: Katzkin Leather Inc. acquires the assets of Roadwire leather

As of today, Katzkin Leather Inc. has acquired the assets of Roadwire Leather. This acquisition will grow the organization to provide additional products, distribution and manufacturing capacity that'll be vital for the leather interior business opportunities being generated.

This acquisition expands Katzkin's capabilities to serve all of our customers from OEMs to restylers and millions of end users. The enhanced organization will advance the growth of restyling, while setting the standard for quality, innovation, and design. Our commitment to world-class customer service, installation support, manufacturing excellence and sales development will continue to grow and be enhanced.

The Katzkin team that has set the standard for customer service, sales and marketing will be your source for both Katzkin products and products formerly sold by Roadwire Leather (while supplies last). We know that our continued success depends on your success, and we are committed to the investments that have driven the business forward; they will continue and expand:

- Brand marketing generating over \$10 million annually in direct restyler installation revenue.
- Premium quality materials and manufacturing that meet and exceed OEM standards.
- Innovative and exclusive OEM programs as well as growth opportunities with the country's largest new & used dealer groups.
- Best of the industry marketing, customer service and sales teams to support ongoing customer growth and success.
- Marketing and digital tools that create successful sales for all Katzkin customers.
- Industries' largest network of regional warehouses, 5000+ vehicle patterns, over 2,000 restylers, and over 1,000 SKUs available for same day shipping.

At SEMA 2022, Katzkin launched the celebration of our 40th year in business. Through this new acquisition and the hard work and support of our customers, team members and end-users, we are looking forward to a very exciting and prosperous next 40 years. To learn more about Katzkin, our history and our products, please visit www.katzkin.com.



Helpful Items

Katzkin Order Entry line: **800-842-0590** (supporting Roadwire interior orders while supplies last)

Katzkin online ordering: <https://s142.katzkin.com/Koloe/login.aspx>

Sales Support for both Katzkin and Roadwire products:

South-East: Dave Sheffler	(404) 797-7920	North-East: Alan Pittle	(323) 697-4669
Mid-Atlantic: Steve Schoof	(804) 814-5347	North: Dan McARA	(760) 218-8583
Central: Todd Feehrer	(323) 215-7828	OEM: Doug Johnson	(248) 877-5501
West: Larry Riggle	(760) 799-6150	Programs: Stefan Majlinger	(323) 640-3124
West: Ross Albert	(407) 748-0132	VP: Ron Leslie	(404) 386-3609

