

# NEWS FROM



## **XJACK WINS MAJOR INTERNATIONAL AWARD**

Innovative Australian off road accessory company Bushranger has won a major accolade at the world's largest aftermarket product show, during the recent SEMA Show in Las Vegas.

Bushranger won the Best New Exterior Accessory Product for the Xjack at the world renowned show, beating automotive products and accessories from around the globe.

This year's SEMA show was the largest on record attracting more than 2000 exhibitors and 100,000 trade professionals from around the world, showcasing the latest technology, trends and products in the \$41 billion global automotive accessories industry.

According to Bushranger national sales manager Evan Black winning SEMA's Best New Exterior Accessory Product has put the Xjack on the world stage.

"This is a tremendous accolade for an Australian idea and will help take Xjack to the world," said Mr Black.

"The award recognises the work Bushranger has done to design and develop a safer, durable and easier to use exhaust jack.

"Bushranger applied logic and lateral thinking to a great idea and came up with an even better one that makes it easier for people to lift vehicles in recovery situations" said Mr Black.

"This award shows that Australians can hold their own when it comes to designing and developing high quality, practical automotive accessories and components."

"Our engineers incorporated design features such as additional side curtains to assist in puncture prevention, a triple layer reinforced top for more stable lifting and unique triangular feet on the base for better grip."

"We also realised that sometimes it is not possible to inflate the jack using the vehicle exhaust, so the X-Jack is fitted with a tyre valve to allow it to be inflated with a 12 volt compressor."

"This innovation has taken the evolution of air jacks to a new level and it is an example of why Bushranger has been rewarded with this major award at SEMA and why it has maintained its status as an industry leader for so long," he said.

Bushranger's Xjack features a hard core insert to ensure better durability and greater stability for raising vehicles on unstable surfaces such as sand, mud and loose gravel.

The Xjack is a 21st century take on a concept pioneered in Australia in the 1970s but using the latest materials and technology.

Additional safety features include an easy to use inflation and deflation system that allows the user to remain at a safe distance while the vehicle is being raised or lowered.

Xjack is the first air jack to feature two way inflation utilising either the vehicle's exhaust or a portable 12 Volt compressor such as Bushranger's Max Air or ProAir.

Available through all leading automotive accessory and four wheel drive equipment retail outlets the Bushranger X-Jack is covered by a full one year no fuss warranty.

Bushranger is a division of Kingsley Enterprises a leading Australian manufacturer of automotive and four wheel drive accessories for more than a quarter century.

Hi res photos of the Bushranger X-Jack are available at [www.thomsonpr.com.au](http://www.thomsonpr.com.au)

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