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Gabriel® "Ride the Savings" spring promotion begins April 1

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Ride Control, LLC (Gabriel®) has announced its "Ride the Savings" spring promotion offering consumers a mail-in rebate for the price of one product when they purchase four qualifying Gabriel® branded ride control products.

Consumers are eligible for the rebate when they purchase a combination of any four qualifying Ultra™, MaxControl™, ReadyMount™, ProGuard™, or StrutMount™ products between April 1 and May 31, 2011.

"Now is the perfect time of year to offer this option to motorists as they look for added value in their maintenance options while preparing their cars for the spring and summer driving season," said Michael Lipski, vice president of sales and marketing, Ride Control, LLC.

"The Ride the Savings Spring Promotion gives consumers an opportunity to improve their vehicle safety and performance all around with a cost-effective premium ride control product."

Gabriel has developed a Ride the Savings Spring Promotional kit for participating shops that includes a poster, counter card and rebate pad. To receive a kit, call 1-800-251-5932.

ride on shocks and struts that have too much wear and tear to do their job effectively. In emergency maneuvers, these worn shocks can lengthen braking distances, and affect handling and stability; compromising the safety of the vehicle and its passengers. Shocks and struts also have a direct relationship on the longevity of tires, steering and suspension components.

For more information on the Gabriel® Ride the Savings Spring Promotion, visit www.gabriel.com or call 1- 800-251-5932.

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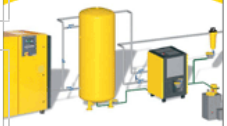
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