**Gabriel Announces Launch of New**

**Marketing Support Menu - Now Available on Gabriel.com**

**Farmington Hills, Mich. – Gabriel® (Ride Control, LLC),** a global leader in ride control technology, announces the launch of their new Marketing Support menu now available online at Gabriel.com. Located within the Resources & Training main menu, the Marketing Support menu offers Gabriel customers a wealth of marketing support including new access to Gabriel product literature and point of purchase support, recent Gabriel industry advertisements, images including logos, products and packaging, as well as a direct link to contact the Gabriel Marketing Team with questions or support requests. The Marketing Support menu will also have access to current marketing assets already on the site, including many training & installation videos, AnswerGarage online training & rewards programs, field training requests, technical bulletins and more.

One of the key features available in the new Marketing Support menu is the literature and point of purchase (store swag) view, download, email, or order capability. This will help Gabriel put valuable marketing collateral into the hands of their distributors and dealers, giving support at every level needed – whether it is retail brand presence, product training information, or many other options.

Another key feature on the new Marketing Support menu is the Image Library, which offers Gabriel brand and product logos along with product and packaging images. These images can be instrumental in aiding Gabriel distributors and dealers in quickly creating high quality custom sales or promotional flyers unique to their dealership’s needs.

For more information on Gabriel’s quality ride control products, marketing support, training, online catalog lookups and more, visit Gabriel.com.

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About Ride Control, LLC

Ride Control, LLC operates in both the aftermarket and original equipment manufacturer (commercial, automotive, industrial and recreational vehicle) segments under the brand names Gabriel® (U.S. and Canada) and GRC® (Mexico). The company offered the world’s first automotive shock absorber, “The Snubber,” in 1907, and continues to be a leader in the design, engineering, development and production of ride control technology in North America today.

Ride Control, LLC has approximately 1,300 employees in the U.S., Canada and Mexico. The company maintains engineering, design, manufacturing, warehouse, sales and management offices throughout North America including Farmington Hills, Michigan; Chickasha, Oklahoma; and Queretaro, Mexico, with additional manufacturing joint ventures in China. For additional information, please visit www.gabriel.com.