

For Immediate Release



Contact: Mary Brophy
Jacobson Rost
920/458-6415
mbrophy@jacobsonrost.com

Rick Robitaille
THE BOSS Snowplow
906/776-3511
rrobitaille@bossplow.com

Two More Industry-Leading Innovations From THE BOSS

The Revolutionary Power-V XT Snowplow and SmartLight 2 Makes Easy Work of any Job

IRON MOUNTAIN, Mich. — For durability, strength and ease-of-use, no one can match THE BOSS' high-performance Power-V XT and for clarity, the all-new SmartLight 2.

The Power-V XT is a new multi-position snowplow with a 37" flared blade wing that improves snow discharge for maximum performance. Available in two models (the 8'2" XT and the 9'2" XT), the Power-V XT "Extreme Duty" Snowplow is designed for the toughest jobs. Both models come with a long list of standard features including:

- Flared Blade Wings
- ½" X 6" High-Performance Cutting Edges
- Heavy-Duty Center Section and Pushframe
- Reinforced Moldboard
- SmartHitch 2 Attachment System
- SmartTouch 2 Hand Held Control
- Smartlight 2
- SmartShield Paint Finish with exclusive Zinc Primer
- Enclosed High-Performance Hydraulic Package
- Chainless Hydraulic Cylinder Lifting System
- Two-Year, Factory Backed Limited Warranty

The Power-V XT is designed for extreme-duty while providing the flexibility and agility to finish the job up to 30 percent faster than traditional straight-blade plows.

- more -

While the amount of time it takes is important while working on a job, visibility is also a key safety concern while plowing or transporting a snowplow. THE BOSS' SmartLight 2 has been designed to illuminate in front of your vehicle wider, farther and more consistently than any other plow light on the market today. SmartLight 2 uses the latest bulb technology, a Halogen InfraRed (HIR) bulb, to provide a whiter light that is less fatiguing to the eyes when you're plowing at night.

Unlike competitor lighting systems, SmartLight 2's ability to deliver unmatched light output and visibility allows for safer driving both while plowing and transporting your plow at night. Custom-designed lights along with the new HIR bulbs and state-of-the-art reflector optics make SmartLight 2 unique to the industry. In addition, SmartLight 2 illuminates both low and high beam bulbs together during high-beam use, providing the ultimate in snowplow light output.

"Dual Bulb Illumination' on high beam provides more light output as well as a more consistent light pattern not found in competitor light packages," says Rick Robitaille, marketing manager for THE BOSS Snowplow. "And when you adjust SmartLight 2 using our new vise-like grip mounting system, your plow lights stay where you put them unlike competitive plow light mounting systems."

Since 1985 THE BOSS Snowplow has made snowplowing efficient and easy with innovative products that set new industry standards for quality, reliability, craftsmanship, and performance. All THE BOSS Snowplows are designed, built and put to the ultimate performance test in Michigan's rugged Upper Peninsula, where winters — and deep snow — are a way of life.

THE BOSS snow-removal products and accessories are manufactured in an approved ISO 9001:2000 registered facility and are available to professionals and homeowners through the company's nationwide network of distributors. For more information on THE BOSS Snowplow and the full line of BOSS accessories, call 800-286-4155 or visit the company's Website at bossplow.com.

#

IRON MOUNTAIN, Mich.

THE BOSS Snowplow

Iron Mountain, Mich.

www.bossplow.com

1-800-286-4155