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THE BOSS Snowplow Illuminates the Market With SmartLight 2

With visibility a key safety concern while plowing or transporting a snowplow, THE BOSS introduces SmartLight 2. 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 burns both bulbs during high-beam use, providing the ultimate in snowplow light output.

"Dual Bulb Burning' 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-Grip Mounting System, your plow lights stay where you put them unlike competitive plow light mounting systems."

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.

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