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## MEDIA RELEASE

FOR IMMEDIATE RELEASE

### Doonan® Specialized Trailer, LLC Announces Launch of Newly Redesigned, Responsive Website

GREAT BEND, KS (February 22, 2016) – Doonan® Specialized Trailer, LLC, a leading manufacturer of platform trailers, including custom flatbeds, drop decks, oilfield trailers, extendibles, RGN lowbeds and double drops; announced today, the launch of its newly redesigned website: [www.Doonan.com](http://www.Doonan.com). The new site features a bold, new modern look and offers Users new responsive functionality, as internet usage continues its shift from traditional PC access to mobile & tablet devices.

“With a strong history of innovation and commitment to customer service, it was important that Doonan® make information regarding our specialized trailer engineering and manufacturing solutions ‘easily accessible’ for our Dealers and their Customers,” stated Michael Hinton, Manager, Marketing & Inside Sales at Doonan®.

According to Statista.com, the statistics portal of studies from more than 18,000 sources; as of 2015, worldwide mobile phone internet user penetration was 52.7 percent. In 2017, figures suggest that more than 63.4 percent of mobile phone users will access online content through their devices. Additionally, by 2017, shipments of tablets are expected to reach 276 million units.

“We also wanted to give Visitors an opportunity to get to know our capabilities better, and the breadth of specialization we can produce.” Known for being a thought leader in the specialized trailer industry – The primary objectives of the company’s site redesign efforts were developed with Doonan’s Customers’ needs in mind:

- To offer Users new responsive functionality – accessible to mobile devices and tablets.
- For the site to serve as a resource tool for those seeking specialized commercial trailer solutions.
- Strengthen Doonan’s brand and Dealer marketing support, via co-launch of a new Online Authorized Dealer Sign Program.
- Further reinforce Doonan’s ‘40+ years solutions-based expertise’ in the specialized trailer industry.

“Our website is the first impression Visitors have of our Company, and affirms our abilities to exceed our Customer’s expectations,” Hinton added. “This launch is just the starting point. Additional content, features and resources are planned for the near future.”

#### About Doonan® Specialized Trailer, LLC:

For over forty years, Doonan® Specialized Trailer, LLC has been dedicated to producing platform trailers that meet and exceed the specialized needs of owner operators. Its product lines include custom flatbeds, drop decks, oilfield trailers, extendibles, RGN lowbeds and double drops. Doonan® has an extensive network of independent Dealers located across the USA, Canada and Mexico. Headquartered in Great Bend, KS, Doonan® takes pride in its superior quality, craftsmanship and exceptional customer service – *Qualities our Customers use when describing Doonan®.*

For more information, visit: [www.Doonan.com](http://www.Doonan.com)

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See Doonan® at the [Mid-America Trucking Show](#) – March 31-April 2, 2016 • Booth # 16240

