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PRESS RELEASE



NEW ONLINE TOWBAR ANIMATED FITTING INSTRUCTIONS FROM WITTER TOWBARS.

Witter Towbars, the UK's largest manufacturer of quality Towbar systems, has introduced a range of unique web based animated fitting instructions.

Witter recognise that fitting a Towbar can be an extremely difficult and daunting task for anyone contemplating doing it themselves. The potential consequences of not fitting a Towbar correctly will lead most people to have their Towbar fitted by a professional. However, many people, even if they are not looking to fit themselves, would like to know how the Towbar and electrical systems have been fitted to their vehicle. Understanding the fitting procedure can help to remove any concerns about what will happen to the car and to appreciate just how much work is involved.

To this end, Witter has launched a range of unique 'i-FIT' animated fitting instructions. 'i-FIT' interactive media shows you step by step how to fit a specific Witter Towbar together with the electrical wiring kit. The range of vehicles with an 'i-FIT' available is constantly being expanded with regular updates and additions. Take a look at this unique and free service at www.witter-towbars.co.uk.

'i-FIT' animations are carefully developed by the Witter media team working alongside our own fitting centre technicians. Every step is carefully photographed and recorded, resulting in a comprehensive set of instructions for you to follow.

The range of vehicles with 'i-FIT's available is constantly expanding and is regularly updated. It is intended that the 100 most popular towbars will have their own unique and individual 'i-Fit' instructions within the next 12 months.

John Hinchliffe, Witter Towbars' Managing Director stated "we are always keen to add to our range of informative customer tools and we think that 'i-FIT' will be of great interest to those people contemplating purchasing a Witter Towbar".

The WITTER website is considered to be the industry benchmark and provides users with comprehensive product information. Visitors to the Witter website will also find a comprehensive library of downloadable instructional media. Customers can locate the site at www.witter-towbars.co.uk.

Ends.

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Copies of this and other Witter Towbars' Press Releases and related media can be downloaded from the Witter Towbars' website at www.witter-towbars.co.uk/presszone