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For Immediate Release

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Boat US Trailing Magazine Features SenZBar

SenZBar has been selected to be a featured “New Product” in the August/September 2004 issue of Boat US’ Trailing Magazine. *(See below)*

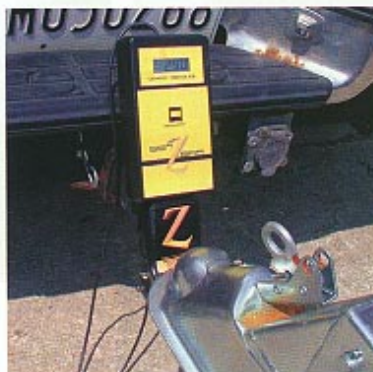
SenZbar

The first digital draw bar for measuring tongue weight

SenZbar is a class III digital trailer draw bar that conveniently and (maybe most important) accurately measures the tongue weight of a trailer on a tow vehicle’s trailer ball. This way, if you sense trailer sway while underway, you can put away the lumber and bathroom scale when concerned about the tongue weight of your boat and trailer. The SenZbar will measure tongue weight loads up to 1,000 pounds.

Retail price: \$199 plus shipping (BoatU.S. Trailing Club Members get a \$25 Discount through August 31, 2004. **Your price is \$174 plus shipping.** Go to www.SenZbar.com, click purchase and BoatU.S. member.

SenZbar
410-336-1351



In every issue of BoatU.S. Trailing Magazine we'll introduce you to some of the many trailer-related products that have caught our Members eye. It can be something brand new or it can be a product that has proven its value to you over and over. We want

BoatU.S. Trailing Club Members to know what you think works. Contact our editorial office (address/fax/E-mail/phone number on page 2.)

For the estimated eight to ten million boaters who trailer their boats to and from the water, safety on the highway is just as critical as safety at sea. According to the National Highway Traffic and Safety Administration (NHTSA), each year there are nearly 59,000 crashes involving passenger vehicles towing trailers, resulting in injury to more than 28,000 people. “Taking time to make sure a tow vehicle and trailer are compatible and properly equipped for safety can help prevent injuries and minimize the inconvenience and consequences of a crash or break down,” said NHTSA Administrator Jeffrey W. Runge, M.D.

A well-prepared mariner has many tools and instruments at their disposal to evaluate weather, vessel operations and navigational conditions while on the water. However, the operator of a vehicle towing a boat on a trailer –up to now-- had few. That is until the introduction of SenZBar™ the world’s only “*Digital Drawbar*”. SenZBar™ is an easy-to-use tow-bar that also measures a trailer’s tongue weight.

“The tongue weight of a trailer is a critical factor in knowing if a trailer is loaded and balanced properly,” said Steve Schertler, President of SenZBar, LLC. Most experts recommend that the tongue weight of a boat trailer be between 7 –15% of the gross trailer’s weight, which is the weight of the trailer plus the boat that sits on it. Too little tongue weight results in a trailer that tends to sway back and forth and may jackknife easily when in a hard breaking situation. Too much tongue weight is no better; both the suspension and transmission may be overloaded and loss of steering may result as the weight (traction) is lifted off of the towing vehicle’s front wheels.

Schertler observes, “Seven to fifteen percent on a 4,000 pound trailer & boat is 280 – 600 lbs.; that’s a pretty wide gap. In addition, many people are towing quite a bit more than that. What may be optimal on a large heavy-duty SUV would not be optimal on a medium-sized one. The best towing range is actually a much narrower band for optimum fuel and handling efficiency. With today’s gas prices it really adds up.”

Schertler adds, “Archimedes’ principles are at work here. The trailer is essentially a lever that has a fulcrum close to the axle or axles. For example, if your fuel tanks are aft of your trailer’s axle when loaded, and you consumed just 40 gallons of fuel on a day trip, you could be loading a boat that is 240 lbs. lighter but will have a *‘heavier’* tongue load. Move a hundred pounds of gear that is located two feet in front of the axle to two feet behind the axle and the difference is 400 lbs. Boat trailers are designed to allow you to adjust and fine-tune the location of the boat that rides on them. Until SenZBar, there simply was no tool that would let an owner take advantage of this. Solutions to measuring a trailer’s tongue weight range from using a bathroom scale spread between 2x4s, to sitting on your bumper and using a ruler to see how far it drops. I knew that when I typed in ‘Trailer Tongue Weight’ on a popular Internet search engine and got over 100,000 hits, there was a real need for *SenZBar*™...and it had to be as easy to use a tire gauge.”

More information can be found at the website WWW.SENZBAR.COM