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Ramping Up Super Bowl Style

January 29, 2007

While RAMPBOSS can't afford any Super Bowl \$2.6 million-a-30-second-shot airplay, the tiny metro Detroit-based manufacturer of auto display ramps is making its second consecutive supporting role at football's biggest spectator event. A Cadillac XLR will sit prominently outside The 5th, an ultra-luxe South Beach nightclub, for two days to promote a Sports Illustrated/Caddy party on Super Bowl eve. Underneath the sleek sports car will be a RAMPBOSS ramp. Perhaps glossy-eyed party goers won't notice its 3x2-inch RAMPBOSS logo, but company president G. Todd Stoney is carving out a niche in playing big backup roles.

Last year, at the Super Bowl in Detroit, a Hummer H3 and a Saab 9-7X SUV were parked five feet aloft outside General Motors' "Hot Products" exhibit.

While most ramps are low and clunky, RAMPBOSS is straight up and gives the vehicle visual prominence. Miami-area Acura dealer, Esserman Automotive Group, will rent the unit for \$1,000 a day plus shipping and a small setup fee—total bill \$4,300—and it then becomes theirs.

"We're focused on the party goers, and there are Cadillac dealers who are top performers there," Stoney said. "I expect the Cadillac dealers to look at this ramp as a new way to display their product. There is a better way and this is it." —Steve Miller

Program: RAMPBOSS Super Bowl promo

Marketer: RAMPBOSS, Detroit

Key Player: G. Todd Stoney, pres.

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