

## New Product Announcement

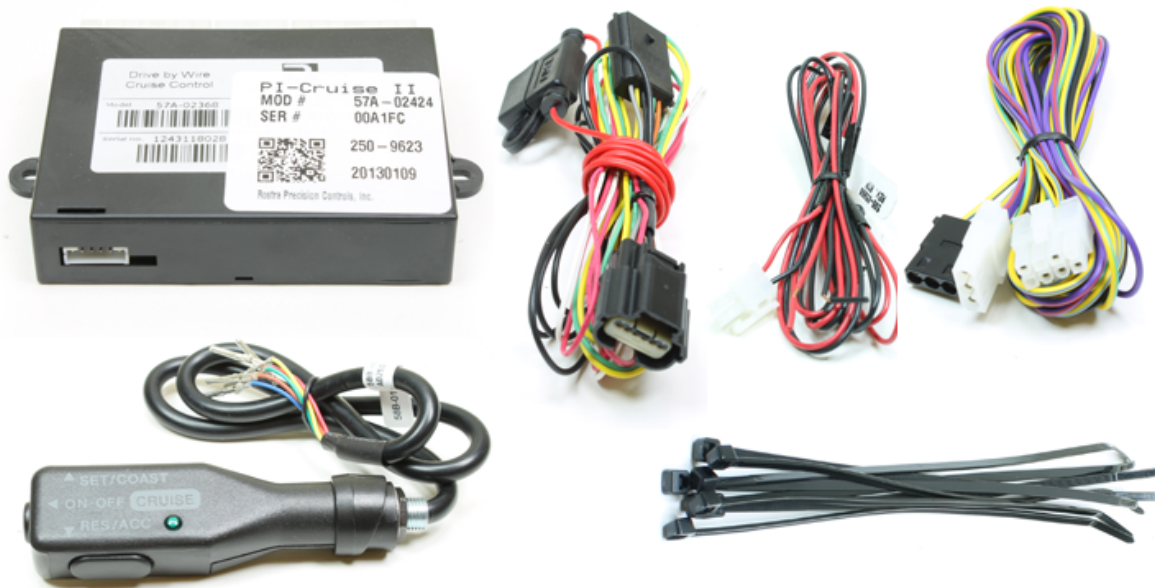
**Date:** January 30, 2013

**Product Category:** Cruise Control by Rostra

**Part Numbers:** 250-9623

**Vehicle Applicability:** 2012 Dodge Ram 1500

In an effort to reduce the amount of time spent in a cruise control installation, Rostra Precision Controls, Inc. is pleased to announce a replacement cruise control for item number 250-1876. The newly-released cruise control system will use part number **250-9623** and includes enhancements such as a custom-fit pedal interface harness, pre-programmed vehicle-specific cruise control module, left-hand mount control switch with On/Off LED indicator, and fewer electrical connections necessary to complete an installation. No dealer activation is required and installers will benefit by having to make only power and ground connections on the vehicle (outlined in the instructions) in order for the unit to operate. This cruise control has been validated on the 2012 Dodge Ram 1500 only. Please see the complete system below and feel free to call our customer service department at 1-800-782-3379, or visit us online at [www.rostra.com](http://www.rostra.com). A full color product installation manual is available online by [clicking here](#).



### About Rostra Precision Controls

Rostra Precision Controls, Inc. is a leading manufacturer of automotive parts and accessories including customized and universal electronic aftermarket cruise control systems, automotive parking assists, exterior vehicle camera systems, automotive lumbar supports, seat massagers and seat heaters, as well as transmission wiring harness and linear solenoid production.

Rostra Precision Controls, Inc. is an ISO 9001 Certified company backed by nearly 150 years experience in precision manufacturing. As a result of these years of experience and research, we are continuing to lead the way with the development of new, innovative solutions to meet the challenges of tomorrow.

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