

FOR IMMEDIATE RELEASE

northlight labs™ Introduces Door Detent 3.0™ — Now F-150 Doors Open Just Right™

LOS ANGELES — June 13, 2013 — Door Detent 3.0 by northlight labs (www.northlightlabs.com) solves the annoying issue Ford F-150 owners encounter with the front door detent positions being either “too close in” (nearly impossible for real people to get in or out) or “too far out” (practically guaranteed to hit the adjacent car, wall, fence or pole). Door Detent 3.0 features a third detent precision CNC-machined in the arm of a new Genuine Ford door check assembly allowing F-150 doors to open “just right.”

Mary Anderson, northlight labs Marketing Director, says “Our research indicates nearly 70% of 2009-2013 F-150 owners are “annoyed” with factory detent positions while the rest are “somewhat annoyed.” Peter Goodwin, northlight labs President and Chief Lab Rat, added “With more than 3 million 2009-2013 Ford owners in the United States it made sense to develop a solution to this everyday annoyance.” Peter adds “If it prevents one ding, it doesn’t cost a thing.” At \$89.95 for the front door pair the cost is comparable to the average price for dent removal services.

northlight labs opened its e-commerce doors on March 15, 2013 and had its first sale within 10 minutes. Door Detent 3.0 customers like RES4CUE from Virginia said, “Door Detent 3.0 works like a champ and living in a townhouse, I'll benefit everyday! Thanks again for solving the one real problem I had with my truck!” STORMSEARCH from Michigan says, “Northlight, you have solved my biggest gripe about this truck. I park on a sloping driveway and dealt with this for almost 4 years, not to mention at other parking lots and with kids. Thank you a million times over.”

Door Detent 3.0 by northlight labs benefits include:

- Provides Easier Entry + Exit
- Helps Prevent Dings + Dents
- Creates Parking Peace of Mind
- Installs With Basic Hand Tools
- 100% Satisfaction Promise

About northlight labs. northlight labs was established by Peter Goodwin, also known as “Mr. northlight,” and he is a life-long automotive enthusiast and 4-time F-150 owner. Peter has spent his entire career in the automobile and motorcycle industries. northlight labs business goal is to develop innovative accessories for Ford F-150's. northlight labs, inspired by inconvenience™.

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