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HARBOR FREIGHT TOOLS INTRODUCES POWERFUL NEW UPGRADED WINCHES TO ITS POPULAR BADLAND™ LINE

(March 1, 2023; Calabasas, CA) Harbor Freight Tools is introducing two new upgraded electric winches to its popular BADLAND™ line: the 9,500 lb., and 12,000 lb. ZXR Truck/SUV Winch with Wire Rope.

The upgrades include increased line speed of up to 70% over the previous generation for faster winching, and improved wire routing from each control box for easier installation.

Essential for off-road vehicle recovery, both winches have a series-wound motor that stays cool during long winch pulls. A three-stage planetary gear system provides no-load line speeds of up to 26.5 ft. per minute for the 12,000 lb. winch, and up to 25.9 ft. per minute for the 9,500 lb. winch.

Both models feature an automatic load-holding brake for added safety and have an IP-66 rating for all-weather performance in mud, sand, or snow.

Additional features include a roller fairlead for smooth winching, and a one-piece cast aluminum tie-plate for rigidity and durability. A 12 ft. ergonomic handheld remote control is included.

Ruggedly built for tough off-road conditions, both powerful ZXR winches have a 65 ft. wire rope made of high-quality aircraft-grade steel and a streamlined control box that is compatible with and easily mounted to most trucks and SUVs, including those with tight bumpers. Mounting hardware, hook, and a hook strap are included.

The BADLAND ZXR Truck/SUV winches are currently priced at \$379.99 (12,000 lb.) and \$349.99 (9,500 lb.). They are available in-store and online, only at Harbor Freight.

To explore the full BADLAND line, including winches, shackles, and recovery snatch straps, go to www.harborfreight.com.

About Harbor Freight Tools

For 45 years, Harbor Freight Tools has been America's go-to source for affordable quality tools. The family-owned company started in Southern California in 1977, when 17-year-old Eric Smidt began transforming his father's small phone sales business into a successful mail order company, bypassing the resellers, dealing directly with factories, and passing the savings on to customer. Today more than 40 million customers depend on Harbor Freight's quality and value to earn a living, repair their homes and cars and pursue their hobbies.

The company opened its first store in 1980. Harbor Freight Tools is one of the nation's fastest growing retailers, with more than 1300 stores across the country and opening two new stores every week. With 25,000 Associates, the company was recognized two years in a row by *Forbes* as one of the 20 best large companies to work for in retail. Harbor Freight Tools was recently named as one of the nation's Best Employers for Veterans, the third consecutive year the company has earned that distinction. *Forbes* has also recognized Harbor Freight Tools as one of 20 best large companies for women to work for in retail, and one of the best large companies for diversity. The company has also been recognized as one of the country's top employers in terms of diversity and inclusion by DiversityJobs.com.

With core values of excellence and continuous improvement, Harbor Freight Tools works to constantly improve the quality of its products and this year will introduce more than 800 new tools and accessories. Harbor Freight Tools locations are open 7 days a week, Mondays through Saturdays from 8 am to 8 pm and on Sundays from 9 am to 6 pm.

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