

Ross Graham of **Handi-Ramp** declares the latest trend is consumers seeking smaller, lighter



ramps with high weight capacities. “Most people want a ramp that fits in their back pocket with a 10,000 pound capacity,” Graham jokes. To meet the trend, HandiRamp produced the M100 loading ramp for pickup trucks. The ramp replaces a pickup tailgate and extends for loading or unloading the ATV. He divulges sales have remained the same from 2005 to 2006 with spikes and drops according to weather, but they expect them to rise over the next year. Graham recommends dealers help educate potential customers to the durability and ease of the M100 ramps, as well as the versatility of having the ramp on their pickup.

“Customers are price sensitive and are looking for a solution that will last. They weigh out the options of buying a ramp that is lower cost versus a ramp that will last them 20 years,” Graham said.