They count on dad to get them to the game.
He counts on TRICO® to get them there safely.

With more styles and sizes to fit more vehicles on the road than any other wiper manufacturer, TRICO is the brand you can trust to protect your customers – and your reputation.
Rain Rubber
The first production wiper blade

Visionall®
Two blade washer system

Windshield washer system

Automatic wiper/washer system

Arctic winter blade
Envisioning the future

From the creation of the wiper blade industry to the latest in advanced beam blade technology – and countless innovations in between – TRICO has been the global wiper industry leader for close to a century. And we continue to forge ahead with innovative solutions, unmatched quality and outstanding performance.

For over 90 years, TRICO has developed innovations to anticipate the needs of today’s vehicles and drivers. From quicker, easier installation to enhanced wiping performance that keeps your customers driving safely, TRICO is always at the forefront of technology and intelligent solutions.

But what’s so important about our history of innovation isn’t the litany of firsts we’ve brought to the marketplace – it’s about what’s next.

TRICO has invented over 1,000 patented innovations
Since the inception of the wiper industry, TRICO has shown a constant commitment to product advancement and unparalleled dedication to driver safety. Every day, TRICO works diligently to meet our customers’ needs – OEMs who trust our wiper blades on their new vehicles, professional installers who depend on them to protect their customers in any weather and drivers who rely on them to keep their families safe.
Not all wiper blades are created equal

Many people think wiper blades are all the same. That is simply not true. TRICO has engineered key technological advances into each wiper line to ensure each product performs better, lasts longer, installs easier and fits more vehicles than any other supplier. TRICO engineered wipers truly do enhance driver visibility.

Beam Blade

SWIFT® Easy Connection Technology

Exclusive dual-point coupler for uniform pressure

Memory Curve Steel™ beam
Bringing OEM engineering and quality to the Aftermarket

As a first-in-industry wiper blade innovator, TRICO has always been the wiper brand that offers superior products, designed and engineered with OEM rigor and quality, and created with the needs of technicians and drivers in mind. Every day, we partner with OEM experts to cultivate new ideas that truly make a difference in wiper blade performance. Throughout the development process, our products are put through harsher-than-real-world testing conditions at our unparalleled R&D facilities. From conception to completion, TRICO goes above and beyond to provide unique visibility solutions that will make tomorrow safer for everyone on the road.
At the forefront of the global wiper industry

TRICO’s strong, enduring relationship with OEMs across the globe fuels our knowledge, keeping us at the forefront of the wiper industry and allowing us to be the first to bring innovative solutions to the Aftermarket.

TRICO OEM capabilities:

- Deliver products to nearly 50 countries around the world
- Work directly with most major OEMs
- Partner with vehicle manufacturers on platforms two to three years out, which puts us on the cutting edge of technology and development for the Aftermarket as well
- Significant OEM R&D, testing and quality control practices are employed to bring the same level of engineering and quality to the Aftermarket
- ISO 9001, ISO 14001 and TS16949 certified company wide

TRICO CLEAR FACTS

- Sell wipers in over 50 countries on 5 continents, fitting thousands of model applications.
- Over 70 engineers at our Technology Center in Rochester Hills, Michigan, and nearly 200 engineers around the globe.
- House more than 60 test chambers, 150 test bucks and 6 full-size vehicle test bays for R&D.
- Manufacture millions of wiper blades annually.
**Premium Beam Blade with Teflon® Surface Protector**

Uniquely engineered for precision contact with highly curved windshields.

**Features and benefits:**
- Original factory quality for the same fit and function as when the vehicle was new
- Exclusive Teflon® surface protector provides a smoother wipe and longer life
- Extreme weather durability – from sun and rain to snow and mud
- Memory Curve Steel™ beam provides uniform pressure for the clearest wipe
- Exclusive dual-point coupler balances wiper pressure to help eliminate streaking
- Available in 14”–28” lengths

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**Advanced Flexible Beam Blade Technology**

Beam blade technology at an affordable price.

**Features and benefits:**
- SWIFT® Easy Connection Technology offers quick and easy wiper replacement
- All-weather durability
- Memory Curve Steel™ beam provides uniform pressure for the clearest wipe
- Tested to perform over 1.5 million cycles
- Available in 16”–28” lengths

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**TRICO CLEAR FACTS**

Over 60% of new 2010 vehicles and over 700 models since 2000 have beam blades as Original Equipment.
Teflon® Surface Protector
TRICO teamed up with DuPont Teflon® brand coatings to create a premium wiper blade that’s a step above. The unique Teflon® infused wiper element glides effortlessly over the glass for a quieter, smoother wipe.

Features and benefits:
- Teflon® surface protector on wiping edge provides longer life and a smoother wipe
- Extra-durable metal superstructure is riveted at vulnerable contact points
- Pre-attached adaptor is designed to fit 95% of vehicles directly
- Available in 11”–28” lengths

Factory Replacement
TRICO has taken the extra step of pre-assembling the wiper blade so that the blade’s receptor matches the specific arm style of the vehicle.

Features and benefits:
- Original factory quality for the same fit and function as when the vehicle was new
- Pre-assembled connector for quick and easy wiper replacement
- Durable steel frame for reliable quality
- Available in 10”–28” lengths

Factory Replacement Rear
Original factory quality offers the same look and performance as new integral rear vehicle wiper blades. Precisely designed to provide the best fit and critical rear visibility.

Features and benefits:
- Original factory quality for the same fit and function as when the vehicle was new
- Over 21 million vehicles on the road have a rear integral wiper blade
- Provides critical rear visibility in today’s aggressive driving environment
- Precisely designed to provide the best fit for vehicles, eliminating the need for customers to go to the dealership
- Available in 10”–16” lengths

TRICO Clear Facts
Exact Fit is the #1 selling wiper line in the Aftermarket for nearly 10 years.
Universal Beam Blade
An affordable way to upgrade your customers to beam blade technology. And with 96% vehicle coverage, an easy connection system and trusted TRICO performance, more customers can drive with the best.

Features and benefits:
- Minimal number of SKUs cover 96% of vehicles
- SWIFT® Easy Connection Technology offers quick and easy wiper replacement
- Memory Curve Steel™ beam provides uniform pressure for a clean, clear wipe
- Tested to perform over 1.5 million cycles
- Aerodynamic spoiler ensures positive wiper contact at various driving speeds
- Available in 16”–28” lengths

Universal Steel Frame Blade
The TRICO (30 Series) blade is the practical choice, so customers don’t have to compromise quality when on a budget. An aerodynamic steel frame provides exceptional strength and durability, and the precision-cut rubber edge creates superior wiping action.

Features and benefits:
- Pre-attached adaptor fits 95% of vehicles on the road directly for quick and easy installation
- Engineered for better wrap on highly curved windshields
- Longer life, precision-cut wiping edge
- Available in 11”–28” lengths

TRICO Tech and TRICO combine to offer up to **96% coverage** in only 24” of display space.
Winter Blade
TRICO Chill blades feature a protective rubber boot to help prevent snow and ice from clogging the blade. This allows the blade to maintain even pressure to provide a clean wipe and enhance driving visibility.

Features and benefits:
• Constructed of high-grade steel and extruded rubber for durability and performance in wet, wintry weather
• Fits unique Pinch Tab wiper arms
• Available in 11"–28" lengths

Winter Blade with Teflon® Edge
The blade's rubber boot protects the metal blade frame from becoming clogged with snow and ice. You know you have a TRICO Chill Teflon® Edge by the distinctive color strip on the rubber edge and the blade's blue end caps.

Features and benefits:
• Exclusive wiping edge with Teflon® surface protector provides longer life and smoother wipe
• Low friction for smoother, quieter wipe
• No chattering or squeaking
• Available in 15"–28" lengths

TRICO CLEAR FACTS
Many areas of the country receive more than **20 inches** of snow annually.
For Trucks, Buses and RVs

TRICO offers the largest selection of heavy duty wiper products on the market today. With a full line of wiper blades, refills and arms, TRICO has the wiper products for virtually all of your heavy duty truck, bus and recreational vehicle needs.

Features and benefits:
• Durable metal construction
• Heavy duty natural rubber wiping element
• Quick and easy installation
• Available in 10”–32” lengths in a variety of configurations

Original Styling

TRICO’s Classic wiper blades feature a silver finish to resemble the Original Equipment blades on many of the classic American cars manufactured from the 1940s through the 1960s. And the precision-cut rubber wiping element is sure to provide a clean wipe every time.

Features and benefits:
• Silver finish
• Steel frame for strength and durability
• Available in 10”–18” lengths
TRICO Wiper Refills

When you only need to replace the rubber wiping element, TRICO makes it easy, offering high-quality wiper refills to provide complete market coverage. Refills feature precision-cut natural rubber for clear vision and enhanced driving safety.

Features and benefits:
- TRICO wiper refills are available as Original Equipment replacements, as well as replacements for TRICO blades and most competitive wiper lines
- Break-To-Fit refills allow for optimized planogram consolidation
- Available in 11”–28” lengths

TRICO Spray™

TRICO offers a universal washer pump, a reservoir and pump kit, and a full line of washer pumps to help make windshield washer repairs quick and easy.

Features and benefits:
- Universal pump will replace the Original Equipment washer pump on nearly any domestic or import vehicle
- Full line of Original Equipment style 12-volt pumps available for comprehensive vehicle coverage

TRICO Wiper Arms

Heavy duty wiper arms are Original Equipment replacements for heavy duty trucks and Class A RVs.

Features and benefits:
- Available in tubular, pantograph and hook styles
- Designed with enhanced durability to handle the rugged, commercial environment
Teflon® SHIELD™ wiper blades are crossover blades that offer the superior wiping of a beam blade with the added protection and styling of a hinged shell encasing the wiper for the latest in wiper technology.

**Features and benefits:**
- Dual-Shield™ Technology – total protection and maximum performance
- Engineered for maximum contact with today’s highly curved windshields
- High-strength polymer hinged shell protects the blade from the environment
- Unique turbine air foil shell design
- Wiping element infused with exclusive Teflon® surface protector for smoother, quieter wipe
- Superior all-weather performance
- Available in 16”–28” lengths

**TRICO View™**

Professional Grade Glass Treatment

Our professional grade glass treatment product – TRICO View™ – lasts up to six times longer than the leading glass treatments on the market. Unlike silicone spray and other glass coating products, TRICO View forms a chemical bond with glass so water beads up and rolls off immediately.

**Features and benefits:**
- Lasts six times longer than other leading glass treatments
- Can be used on front and rear windshields, side windows and mirrors
- Makes it easier to clear ice, snow and even dirt and bugs
- Reduces night glare, especially in the rain
- Available in retail and bulk packs

**TRICO CLEAR FACTS**

On the treated side, water beads up and rolls off the glass, leaving a clear view for **maximum driving visibility.**
More sales. Less space.
Support materials that make selling easier.

TRICO supports our customers all the way through the sale, with merchandising and point-of-purchase displays that are compact, yet present product beautifully. Pick your size and style: they are all easy to assemble, simple for consumers to select their size and present the product with impact.

TRICO CLEAR FACTS
TRICO offers a full assortment of in-store support materials to help drive sales.

Mobile Merchandiser Rack
This uniquely shaped silver rack is available as a one-or two-sided rack with 17 facings per side. Includes header and flip-chart application guide.
Corrugated Prepacks
Prepacked corrugated merchandisers come with the most popular lengths, and are easily refilled with open stock.

Wall Unit
This attractive silver rack holds nine facings and fits directly into pegboard or on a wall. Includes header and flip-chart application guide.

Dealer Cabinet
Mobility, security and visibility–all in one high-capacity sales/storage unit to keep inventory clean and organized. Holds 130 blades.