



New Smartphone-Ready Vehicle / Trailer Scale with TowSense™ Technology

BetterWeigh™ Plugs into OBD-II, Wirelessly Links to Apple or Android

Eau Claire, WI — November 5, 2019 — CURT, supplier of a complete line of towing products and the leading manufacturer of USA-made custom-fit trailer hitches, has introduced a Bluetooth-enabled, smartphone-compatible mobile towing scale called BetterWeigh™. This innovative, compact device plugs into your vehicle diagnostic port (OBD-II) and measures the real-time weight of your vehicle and trailer, cargo / payload, tongue weight, pin weight, weight distribution and trailer brake gain, displaying them right on your Apple or Android phone.

The patented BetterWeigh™ mobile towing scale #51701 is powered by TowSense™ technology, an accelerometer that measures changes in force and acceleration to provide a live readout of the weights associated with towing. This allows for greater convenience and safer towing by eliminating the guesswork in your trailer setup.

BetterWeigh™ also has virtually no installation requirements. It simply plugs into the OBD-II port, below the steering wheel, and wirelessly connects to your smartphone with Bluetooth and a free, downloadable app.

BetterWeigh™ works for bumper pull towing setups, gooseneck towing and 5th wheel towing. The weight distribution feature streamlines the WD hitch setup process and makes adjustments more accurate. BetterWeigh™ is also ideal when loading your vehicle with cargo, supplies or equipment, giving you a live look at the vehicle's weight, as cargo is added.

To see a complete overview video, [visit our BetterWeigh™ landing page.](#)



About CURT: CURT, a CURT Group brand, offers a complete line of towing products and is the leading manufacturer of USA-made custom-fit trailer hitches. We offer the broadest selection of custom-fit receiver hitches for nearly every vehicle on the road today. We also offer gooseneck, 5th wheel and weight distribution hitches, as well as electrical components, ball mounts, trailer balls, cargo carriers, bike racks and other towing accessories. For everything from passenger cars and vans to full-size pickups and SUVs, CURT is 'The First Name in Towing Products.'

About CURT Group: CURT Group is a leading sales, marketing, engineering and distribution company of towing products and truck accessories for all types of vehicles, from passenger cars to commercial trucks. Our family of brands includes CURT, ARIES, LUVERNE, RETRAC and UWS. We are a team of more than 1,000 associates world-wide, with manufacturing plants in Wisconsin, South Dakota and Florida, and 11 regional warehouses across the United States and Canada. We stand for EXCELLENCE in our products and our associates. We aspire to be the industry LEADER by recognizing that the customer is KING and our associates are our greatest ASSET.

Media Contact:

Kristi Feeney

marketing@curtgroup.com

<https://www.curtmfg.com/news/new-smartphone-ready-vehicle/-trailer-scale-with-towsense-technology>

© 2020 CURT Manufacturing LLC. All rights Reserved.

