

## Elegantly Simple - The Trunk Organizer

Written by Christopher Ihara

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Not every product at SEMA has to do with performance. In fact there are thousands at the show that are merely automotive accessories. Not to downplay the automotive accessory market, but to be honest most of them are simply trinkets designed to separate you from your money with no real value. We managed to find a shining jewel in the accessory area though - no easy task to be sure - and that jewel is The Trunk Organizer.

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The Trunk Organizer is composed of waterproof denier nylon with semi-rigid dividers that can be folded and collapsed to provide a more stable platform, or reduce the systems overall size. The latest version uses only three compartments; however, it features taller dividers than its four-compartment predecessor. The waterproof nylon fabric is similar to what a decent backpack is made of and should help prevent any spills from getting to your car's interior. When folded completely the unit takes up little space so you can store it under a seat or in the trunk without taking up valuable luggage space.

Another innovative feature of The Trunk Organizer is a seatbelt loop that allows you to secure the unit to an empty seat. This way you can store all your road trip items in the front seat without worrying about sending everything flying to the floor when you hit the brakes. Simply run the seatbelt through the loop and fasten it.

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You can purchase The Trunk Organizer in many different colors and several different styles directly from their website: <http://www.trunkorganizer.com>

