# BLACK HORSE OFF ROAD ANNOUNCES ONLINE RETAIL PARTNERSHIP WITH THE HOME DEPOT

*Partnership Expands Online Access to Black Horse Truck, SUV, and Work-Vehicle Accessories Through The Home Depot*

FREEPORT, NY, UNITED STATES, September 11, 2026 / EINPresswire.com/ -- Black Horse Off Road is pleased to announce its online retail partnership with The Home Depot, expanding customer access to Black Horse truck, SUV, and off-road accessories through The Home Depot's online retail platform.

The partnership began in March 2025 and is currently in progress, with Black Horse Off Road products being loaded for online availability through The Home Depot. The collaboration gives Black Horse an additional national online retail channel while making it easier for truck and SUV owners, contractors, tradespeople, homeowners, and work-vehicle users to find products designed for protection, utility, and vehicle personalization.

For Black Horse Off Road, the partnership represents another step in the company's continued growth strategy. By working with The Home Depot, Black Horse is able to reach a broader customer base that includes both automotive aftermarket shoppers and professional users who rely on their vehicles as part of their daily work. This creates a strong alignment between Black Horse's product offering and customers who need durable accessories for trucks, SUVs, job sites, home improvement projects, land maintenance, and everyday transportation.

"Partnering with The Home Depot allows Black Horse Off Road to expand our reach through a retail channel that strongly aligns with work-focused truck and SUV owners," said Fadi Ajam,

President and CEO of Black Horse Off Road. “Customers are looking for products that support both function and appearance, whether they use their vehicles for work, recreation, or daily driving. This partnership helps make Black Horse products more accessible while supporting our long-term growth in the automotive aftermarket and broader retail market.”

The online retail partnership includes a broad range of Black Horse Off Road product lines, with particular relevance for customers interested in Work Horse K2 Ladder Racks, grille guards, bull bars, running boards, side steps, tonneau covers, and other exterior and cargo-management accessories. These categories align closely with the needs of customers who use trucks and SUVs for hauling, towing support, job-site use, outdoor activities, land maintenance, and home improvement work.

Black Horse Off Road® Logo



Work Horse K2 Rack Tool Boxes

The Work Horse K2 Ladder Rack line is expected to be especially relevant to The Home Depot’s customer base. Contractors, tradespeople, and hands-on homeowners frequently depend on their trucks to transport ladders, tools, materials, and equipment. Black Horse ladder racks and cargo-management accessories provide practical options for customers who want to improve the usability of their vehicles while keeping their truck beds organized and ready for daily use.

Grille guards and bull bars also provide a strong fit for truck and SUV owners seeking front-end protection, a stronger vehicle appearance, and added utility. These products appeal to customers who use their vehicles on job sites, rural roads, recreational trails, and other environments where added protection and styling are valuable. Together, these categories give The Home Depot customers access to Black Horse products that support both work-related use and personal vehicle upgrades.

The partnership also reflects the changing path to purchase in the automotive aftermarket. Customers increasingly expect to research, compare, and purchase vehicle accessories through familiar online retail platforms rather than relying only on specialty automotive stores. By making Black Horse Off Road products available through The Home Depot’s online platform, the

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>
> *Fadi Ajam*

company is meeting customers where they already shop for tools, building materials, storage solutions, outdoor equipment, and other products tied to home, work, and property improvement.

For dealers, distributors, and retail partners, the announcement reinforces Black Horse Off Road's continued investment in brand visibility and product availability. Expanding into additional online retail channels helps increase customer awareness of the Black Horse name while supporting demand across the company's broader product lineup. As more consumers discover Black Horse products through major retail platforms, the company expects to strengthen its presence with truck and SUV owners nationwide.

The collaboration also supports the growing overlap between automotive accessories, work-truck utility, and home improvement retail. Many truck owners use their vehicles for both personal and professional needs, creating demand for accessories that add function, protection, and convenience. Black Horse's presence through The Home Depot's online platform helps position the brand in front of customers who value practical vehicle upgrades that support work, home, and recreational use.

Black Horse Off Road has built its catalog around exterior protection, utility, and styling accessories for trucks, SUVs, and off-road vehicles. Its product offering includes accessories designed to improve vehicle function, appearance, and usability across a wide range of popular applications. The Home Depot partnership provides another path for customers to access those products through a trusted retail source serving both consumer and professional markets.

The company views this partnership as part of its larger effort to expand customer access, increase national visibility, and continue building relationships across multiple sales channels. By making Black Horse products available through The Home Depot's online retail platform, the company is strengthening its position in both the automotive aftermarket and broader truck accessory market.

Black Horse Off Road products are being added to The Home Depot's online retail platform. Product availability, fitment, and selection may vary by vehicle application as the rollout continues.

About Black Horse Off Road

Black Horse Off Road is a manufacturer and supplier of truck, SUV, and off-road accessories serving customers across North America. The company offers a broad range of exterior

protection, utility, and styling products designed to enhance vehicle appearance, function, and capability. With a focus on vehicle-specific engineering, dealer support, and expanding product coverage, Black Horse Off Road continues to develop aftermarket solutions for today’s truck and SUV owners.

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