



**Media Contact:** Andy Lilienthal  
**Email:** lilienthala@warn.com  
**Office:** 503.722.3135  
**Mobile:** 503.451.4627

## **Warn Industries Launches 70<sup>th</sup> Anniversary M8274-70 Winch** *The company's most iconic product now features increased performance, more durability, and styling updates.*

**Las Vegas, NV (10/30/18)** – In celebration of Warn Industries' 70<sup>th</sup> anniversary, the M8274-50—one of the most iconic winches ever produced and one of Warn's best-known products—is getting a 21<sup>st</sup>-century update. This limited-edition winch (only 999 will be produced worldwide, each individually numbered) will showcase more power, increased durability, plus a few styling changes and retro touches. Introducing the new M8274-70.

### **The Fastest WARN® Winch Gets Even Faster—and More Durable**

While the winch's basic platform isn't changing, its performance is. Warn has taken the powerful 6 hp motor from the high-performance 9.5xp and attached it to the M8274-70. This motor upgrade helps the winch achieve up to 50% faster line speed at rated load compared to the previous generation M8274. The motor is controlled by an IP68 waterproof Albright contactor for increased reliability, efficiency, and performance. Warn has also added two Oilite® bushings on the pinion gear assembly for improved wear resistance, and a bolt-and-washer secured brake shaft for enhanced durability.

This 70<sup>th</sup> anniversary winch has more capacity than previous versions. The new M8274-70 has a 10,000 lb. (4536 kg) capacity making it more appropriate for today's larger, heavier vehicles, such as the Jeep Wrangler Unlimited. Previous versions pulled 8,000 lbs. (3629 kg).

The winch comes equipped with the longest length of synthetic rope in the WARN lineup, too: 150 ft. of 3/8" (45.7m of 9.5mm) WARN Spydura® synthetic rope that is lightweight, easy-to-handle, yet exceedingly durable. Also included is a new forged 6061-T6 billet aluminum Premium WARN hawse fairlead for the ultimate in durability.

## **Updated Styling**

Warn didn't want to alter the winch's recognizable appearance, but did want to update it and include a nod to the past. So the M8274-70 has a newly styled control pack housing, yet showcases the company's original logo from 1948. Special 70<sup>th</sup> anniversary badging and a stainless steel spool knob, cap off the winch's new look.

All M8274-70s include commemorative packaging displaying the retro 1948–2018 WARN 70<sup>th</sup> anniversary Willys decal, making the entire M8274-70 part of the WARN 70<sup>th</sup> anniversary experience.

The M8274 winch has stood the test of time and is one of Warn Industries' best-known products. The updated M8274-70 ensures the winch will continue well into the 21<sup>st</sup> century.

## **About Warn Industries**

Warn Industries is the world's most recognized brand in off-road products such as hub locks and vehicle recovery winches. The company designs, manufactures and markets a full line of off-road equipment and accessories that enhance the performance of four-wheel-drive and powersport vehicles. Warn Industries is headquartered near Portland, OR.

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