

Go Industries Inc Introduces Enhanced Sure Steps Heavy-Duty Side Steps for Trucks

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Richardson, TX - June 18, 2026 -
Go Industries Inc, a Richardson, Texas-based truck accessories manufacturer, has introduced its Sure Steps line featuring enhanced slip-resistant surfaces and expanded compatibility for Ford, Chevrolet, Dodge, and GMC truck models. The product line addresses growing demand for durable, vehicle-specific step solutions that improve truck accessibility while maintaining structural integrity under harsh conditions.

The Sure Steps product line incorporates a perforated, slip-resistant surface design that provides secure footing in various weather conditions. Available in three length configurations of 59, 78, and 88 inches, the steps accommodate crew cab, extended cab, and regular cab truck models across multiple manufacturer lines including the Ford F-250, Ram 2500, Chevrolet Silverado, and GMC Sierra.

"The Sure Steps represent our commitment to delivering heavy-duty side steps for trucks that meet the demanding requirements of both commercial and personal vehicle operators," said a Go Industries Inc spokesperson. "Our engineering team focused on creating a product that combines durability with practical

safety features, resulting in steps that withstand daily wear while providing reliable vehicle access."

The steps feature heavy-duty construction with a black powder-coated finish that resists corrosion and environmental damage. The grooved surface design enhances traction, addressing safety concerns associated with vehicle entry and exit, particularly in wet or icy conditions. Each step system is engineered for vehicle-specific fitment, ensuring proper alignment and weight distribution for the designated truck model.

Manufacturing takes place at Go Industries' Texas facility, where the company maintains quality control standards for its truck accessory products. The Sure Steps join an extensive catalog of truck enhancement products that includes grille guards, bumper replacements, headache racks, and mud flaps.

Pricing for the Sure Steps ranges from $230.40 to $875.19, depending on the specific vehicle application and selected configuration. The variation in pricing reflects differences in length requirements and bracket specifications across different truck models and cab styles.

The introduction of the Sure Steps aligns with industry trends showing increased demand for aftermarket truck accessories that enhance both functionality and safety. Commercial fleet operators and individual truck owners increasingly seek durable step solutions that can withstand heavy use while maintaining appearance and structural integrity over extended periods.

Go Industries Inc has served the truck accessories market since 1978, developing products for commercial, law enforcement, and personal vehicle applications. The company maintains partnerships with truck manufacturers and distributors throughout North America, providing both standard and custom manufacturing solutions. In addition to truck accessories, Go Industries manufactures specialized equipment for law enforcement vehicles and offers custom fabrication services for unique vehicle modification requirements.

The Sure Steps are currently available through Go Industries' distribution network, with bracket options and vehicle-specific configurations determined through the company's fitment guide system.
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For more information about Go Industries Inc, contact the company here:Go Industries IncGo Industries800-527-4345sales@goindustries.comGo Industries Inc420 N Grove RdRichardson, TX 75081https://www.goindustries.com/

Go Industries Inc

Manufacturer of made in the USA truck accessories including grille guards, front end protection, bed and cab protection, mud flaps and steps. Home of the C4500-6500 no cut no drill tilt body, front folding grille guard for Ford and Chevy.

Website: https://www.goindustries.com

Email: sales@goindustries.com

Phone: 800-527-4345