



The power of LIGHT

# News release

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## A bright new catalogue from Lucas

**Lucas Electrical**, the leading aftermarket electrical specialist has launched its new **2008 Bulb catalogue** (ref. XCB 604). Bound in the distinctive Lucas green colours, the 92-page guide serves as an indispensable reference tool for garages and motor factors alike.

Unveiling 47 new Bulbs to market, the catalogue lists a total of 635 part number across multiple packaging specifications. Of particular importance is the introduction of four new product ranges / upgrades:

- ★ **24/7 daylight running bulbs** are a new premium quality range covering 21 popular bulbs. Performing best when a situation requires round the clock lighting, the bulbs are supplied in clam pack packaging to display alongside other retail merchandise.
- ★ The Lucas upgrade range has been revamped with the introduction of new designs and an additional range. **Blue Lightning50** is an enhanced range of Blue Lightning bulbs that are 50% brighter than the standard halogen bulbs.
- ★ The **Lucas Retail** range is launched as a comprehensive offering consisting of 97 popular bulbs. Available in single clam pack or twin clam pack the range is supported with a new merchandising stand that can hold up to 100 clam packs at any one time.
- ★ A 12 volt and 24 volt **Master Panel Bulb Kit** has been launched offering 40 different panel bulbs to provide a one stop shop.

**Lawrence Keen, sales and marketing manager at Lucas Electrical** says: "We are delighted to support this complete range with our newly launched Bulb catalogue. The catalogue showcases a host of new products that are first to market using the latest lighting technology. At Lucas we are proud to deliver literature that provides our customers with the brand reliability and choice that they need."

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For more information about the new 2008 **Lucas Bulb catalogue** call Lucas Electrical on + 44 (0) **1675 466 999**.