



Ref: LE/05/04b
Date: 14th January 2005
Page: 1 of 2
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Lucas Electrical announces brand-building programme

The highly respected range of Lucas electrical aftermarket programmes is to benefit from a renewed focus on product development, service excellence and customer support under the direction of the new Lucas Electrical licensee group, which was launched in October 2004.

In addition to the continued breadth, depth and quality of Lucas electrical ranges that the group already delivers, plans have been put in place for the proactive enhancement of its key programmes, alongside strong, centrally co-ordinated stockist and marketing support for the historic brand. Developments already announced include the launch of a redesigned range of Emergency Warning beacons and lightbars, and the appointment of respected national distributors AMK as Lucas Electrical's UK service partner for Rotating Machines. A new Lucas Mirror Glass programme is also due to be announced in the next few weeks. Other far-reaching range extensions, customer service enhancements and new catalogue launches are also in the pipeline.

“Our approach is focused firmly on developing our brand and our customer relationships; not individual licensees or personalities,” confirmed Martin Bates, Managing Director of head licensee Elta Lighting Ltd. “By understanding our markets, maintaining a lean operational structure and investing where it really matters, we aim to secure the even greater success of our Lucas branded ranges and the total satisfaction of our customers; both now and in the future.”

The Lucas Electrical licensee group comprises Elta Lighting, Vision Alert, Yuasa, Standard Motor Products (SMP), Sherbrook and Danish firm Elstock, many of which are long-standing suppliers and manufacturers of the Lucas electrical programme. The companies were awarded individual licence agreements by Lucas brand owner and TRW Automotive subsidiary Lucas Industries Ltd; allowing them to offer separate elements from the complete range of Lucas branded electrical products under the joint trading name of Lucas Electrical. Elta Lighting, which holds the head license, offers Lucas branded obligatory lighting, bulbs, switchgear and lambda sensors. Elta also co-ordinates the remaining Lucas Electrical licences, comprising Yuasa for batteries; Vision Alert for emergency lighting; SMP for ignition and engine management products; Elstock for rotating machines; and Sherbrook for door mirrors.

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Lucas Electrical Marketing Manager, Jim McCaughey echoed Martin's sentiments; "Lucas has been the top UK aftermarket electrical brand for some time. As Lucas Electrical, we are working hard to ensure we continue to earn that position – from the range and reliability of our first-to-market programmes, to the quality of service and customer relationships we offer."

For more information on the Lucas Electrical programme call the Customer Services Hotline on **01675 466 999**

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