



MEDIA RELEASE

Lightforce appoints CoolDrive as its premier wholesale distributor in Australia

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Lightforce has long been established as Australia's leading high-performance lighting brand. Adventurers, drivers and installers demand Lightforce by name, because Lightforce products consistently deliver outstanding results.

As a result of both this continued demand and a recent industry review of the wholesale landscape, Lightforce is excited to announce the appointment of CoolDrive as its premium wholesale distributor.

Lightforce and CoolDrive have much in common. Both are Australian owned family businesses. Both invest in Australian manufacturing and creating jobs. And both have a focus on serving Australian small businesses and consumers who demand high-quality products.

"CoolDrive has committed to stocking a large range of Lightforce products in their key distribution centres. From lights, switches and harnesses, right through to mounting accessories. So we are confident that service providers such as auto electricians will be able to source Lightforce products in a timely manner," says Tarnia Conti, Lightforce's Chief Operations Officer.

Together, Lightforce and CoolDrive look forward to serving the hundreds of auto electricians and 4X4 custom modification workshops who regularly install lights, switches and 4X4 accessories onto vehicles around Australia.

About Lightforce

With 35 years of innovation and experience in the industry, Lightforce has a well-earned reputation as a global leader in the design and manufacture of durable high-performance lighting systems. Ongoing development has opened up new markets, and our award-winning range of modular accessories has helped increase demand to the point where we now export to over 50 countries worldwide.

Lightforce products are tested in some of the harshest environments in the world, including the USA, Australia, Sweden and Africa; we seek out extreme terrains and climates to ensure that our products are the toughest and most durable on the market.

Lightforce has a qualified team of engineers and product designers in Australia and the USA working with technologies and products to serve the evolving needs of our customers. This gives Lightforce a clear competitive advantage, and has earned us many prestigious Australian and international design awards.

Lightforce, from its South Australian headquarters, continues to lead the industry in the manufacturing and design of high-performance lighting, which supports the growth in customer loyalty and confidence that we experience worldwide.

About CoolDrive

CoolDrive, a supplier of automotive air conditioning, engine cooling, engine management, rotating electrical, accessories and workshop products, was established in the home garage of founder John Blanchard senior and his wife Shirley in Melbourne in 1977.

CoolDrive now boasts 24 branches and outlets nationally and this year expanded to New Zealand with the acquisitions of Direct Auto Parts and Total Air Conditioning in Auckland. In the past month alone, CoolDrive has bought the engine management parts division of Automotive Services Solutions, based in Brisbane, and the Sydney-based business, Australian Fuel Injection.

The company employs 330 people and manages over 60,000 SKUs (plus over 80 from Lightforce).

Mr John Blanchard Senior, 82, still plays an active role in the company. His son John is the Managing Director and CEO.

CoolDrive have been a long time supporter of family businesses, Australian businesses and quality products – and are delighted to be showcasing Lightforce in their 2018 portfolio.

Visit lightforce.com for more information or contact Hugh Matthews, Lightforce National Sales Manager on **(08) 8440 0888** or hugh.matthews@lightforce.com

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