

LITE-wire launch their new brand at the CV Show 2018

Perei Group, a leader in the design, manufacture and assembly of vehicle lighting products and auto-electrical systems, announced the first stage of the launch of its new corporate brand identity and name.

The company will now be known as LITE-wire Automotive Systems, adopting the name of its pioneering plug and play modular vehicle multiplexing systems.

Unveiling the new brand and logo during the Commercial Vehicle Show at the NEC in Birmingham, it was paired with working demonstrations of the PULSE wiring system and new products as LITE-wire also celebrates becoming a distributor for Technology-LED.

“Since the 1930s, Perei has been involved in the manufacture and distribution of vehicle lighting and will continue to do so under the newly evolved LITE-wire brand,” said Rob Corke, LITE-wire’s Business Development Director.

“Our research showed that evolving our brand, rather than changing it completely was the right move for us. While we wanted to reflect on the great work under the Perei name, we need to highlight our future and adopted the name from our PULSE system.”

The original Perei brand has now been embraced within their ‘off-the-shelf’ range of automotive vehicle lighting products, including marker lights, combination lamps and LED warning lighting.

At the heart of the business, LITE-wire is dedicated to the British design and manufacture of exciting, bespoke vehicle lighting products such as headlights, rear light clusters and reflectors for specialist vehicles.

In all, the branding embodies an organisation that is reinventing itself, but is still very committed to its roots. The new identity builds upon its history of innovation and product quality, but also opens doors to the future.

You can find out more about the company, its design and capabilities, as well as the Perei range of vehicle lighting on their web site which was also launched recently at www.lite-wire.com.

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Notes to editors:

1. Higher and press resolution versions of the attached photographs are available on request.
2. Photographs and other images are available on request.
3. This press release and future press releases can be sent to you via email, fax or by post and is available in plain text as well as formatted PDF.
4. LITE-wire Automotive Systems first started trading in the 1930's as LE Perei, subsequently becoming the Perei Group, before rebranding in early 2018. With its head office in Brandon, Suffolk and manufacturing in Aldershot, Berkshire, it is one of the UK's leading designers, manufacturers and assemblers of vehicle lighting and auto-electrical products.
5. Further information on the company and its products can be found at www.lite-wire.co.uk.

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