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PRESS RELEASE

CTEK Comfort Indicator Puts Driver Peace of Mind In Plain View

Connection Accessory Launched To Help Motorists Avoid Battery Failure

CTEK, the leading worldwide innovator and supplier of lead acid battery chargers has launched the Comfort Indicator, an accessory that can be mounted on or in the vehicle dashboard, or even left securely under the bonnet, that provides a simple and immediate indication to the charge levels of the battery.

Using a simple 'traffic light' system, the CTEK Comfort Indicator allows drivers to identify the state of their battery without having to go through the inconvenience of attaching an independent battery tester, which can be expensive and complicated to use, or even having to go to a garage for levels to be read. This means drivers can now know when their batteries need charging and therefore avoid battery failure.

The Comfort Indicator's green light reveals that the battery is fully charged and does not need attention whereas an yellow light demands attention and indicates that battery charging is recommended to avoid stratification – a harmful process which reduces the life and efficiency of a battery. A red light indicates that a battery needs to be charged immediately, not only to be able to start the vehicle but to avoid the danger of the battery being permanently damaged through excessive discharge leading to sulphation – the biggest battery killer.

Peter White, CTEK Sales & Marketing Manager for UK and Ireland, commented:

"The Comfort Indicator is a simple but extremely effective device that can be easily and permanently attached to the vehicle battery and lets the driver know the charge levels of the battery at any given time - meaning action can be taken before it is too late. It has also been fitted using the unique CTEK Comfort Connect system that allows it to be attached to the appropriate CTEK charger permitting easy access to the battery for it to be charged"

With thousands of drivers set to face misery this Winter due to battery problems as the result of batteries that have slowly discharged over time, the CTEK Comfort Indicator offers peace of mind for motorists and helps avoid the inconvenience and potential expense of a flat battery.

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About CTEK

CTEK was founded just over 10 years ago and is the leading global innovator and supplier of lead acid battery chargers.

A sister company to Creator Teknisk Utveckling AB, a leading design and product development consultancy, CTEK was established following a research and development programme developed into a worldwide opportunity to design, manufacture and supply and new system of battery chargers that would meet the requirements of new generation batteries.

CTEK's unique and patented technology has built a reputation for innovation and being first to market with new products. CTEK is a world leading authority on battery technology, battery chargers and battery care.

CTEK supplies its products in the UK and Ireland through a network of Distributors chosen for their specialist channel knowledge and technical capability.

CTEK supplies chargers to some of the world's most recognised car and motorcycle manufacturers e.g. Aston Martin, Bentley, BMW, Ferrari, Porsche, Lamborghini, Maybach, Maserati, Mercedes.