

**Lucas****D I E S E L**

# Press Release

7<sup>th</sup> December 2010

For immediate release

## LUCAS INJECTS NEW LIFE INTO DIESEL!

### ***Lucas breaks new ground with first true “off-the-shelf” remanufactured Diesel Injection range for the garage trade***

The famous Lucas brand is proud to announce the launch of the first truly viable “off-the-shelf” range of remanufactured diesel fuel injection products, which will be available through motor factors for garage customers.

The range, which will be distributed by FAI Automotive, comprises common-rail injectors and pumps, all of which are remanufactured to OE Standards. The initial launch range will feature a hundred of the most popular references for common rail injectors, fifty common rail pump references and a further twenty-five PDE units specifically aimed at VAG Group and Land Rover applications.



*The Lucas name style and diagonal device are world-wide registered trademarks of Lucas Industries Limited  
Lucas Diesel Products are exclusively distributed in the U.K. by FAI Automotive Plc*

**Premium quality from a world famous name**

**LAUNCH PREPARATION – COVERING ALL OF THE BASES**

The company has spent more than a year and a half in planning the launch of the new range, as FAI MD, Sean Walker explains. “FAI has long been the distributor of Lucas Diesel glow plugs in Europe and, therefore, expanding into Diesel Injection products was a logical step. Diesel Injection has developed a mystique around it, which has meant that factors have previously directed their customers to a diesel specialist.

“So, in preparing the range for launch we needed to offer a complete package for our intended market. A large number of bases needed to be covered – one of which was the vitally important task of producing a proper, user-friendly catalogue. It’s a first for our industry, as this type of product has never been comprehensively catalogued before.”

The catalogue was only one of the major objectives that needed to be achieved by FAI before bringing the Lucas Diesel range to the market place. Critically, it also had to deal with the issues of core control and of technical support.

Packaging has proved to be key to dealing with core. The packaging for the new range has been designed to be ultra-robust, so that the core product can be returned in the same box that the new part arrives in. It offers step-by-step instructions on what to do to return the core, making it a simple process.

The brand will also shortly be offering its own diagnostic equipment for diesel coding (and other diagnostic applications) to compliment the new range, which will provide further added value for customers.

**TECHNICAL SUPPORT – PRACTICAL HELP IN ALL ASPECTS**

The Lucas Diesel support package is incredibly comprehensive. There are a number of pieces of literature - including a wall-chart that will help people learn about acceptable practice for core control - as well as a technical support hotline with a team of diesel experts behind it. These will be available from launch, as will a dedicated section of the FAI website.

To further emphasise the commitment to its market on this new range and how important it is that everyone who works with the product is supported at every stage, a Lucas Diesel training video is being produced that complements and enhances the written material. Amongst the various topics covered, it tackles the correct handling of core material, the capabilities of the diagnostic kit and instructions on how to use it. The training video will also be available in January from Lucas Diesel-approved factors.

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**LAUNCH STRATEGY – “WALK BEFORE YOU CAN RUN”**

“It is obviously a major step to take,” comments product development manager, Peter Garrett. “We believe we are the first company that truly has an offer which satisfies all of the needs of the factor to make Diesel Injectors a viable, off-the-shelf product line and we are sure, with the ever increasing diesel parc, there is huge potential in this sector of the market. Because we are breaking new ground, however, the way that we will offer Lucas Diesel initially is going to be on a restricted basis - while we are building up stocks and refining the core return process.

“We’ve been talking, therefore, to a relatively select number of factors who have experience with products requiring core control and who will give Lucas Diesel a spread of representation across different areas of the country. I am sure that once the market grasps what is potentially on offer here, we will have many more who want to gear themselves up for diesel injection with Lucas.”

The Lucas Diesel injector range will officially be available from January 2011 and interested parties should contact Peter Garrett at FAI: [peter.garrett@fai.co.uk](mailto:peter.garrett@fai.co.uk) or telephone 08708 391847.

For media information, please contact Simon Maurice at Chicane on 01753 650004 or email [simon@chicanemarketing.co.uk](mailto:simon@chicanemarketing.co.uk)

[www.faiauto.com](http://www.faiauto.com)

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