



For Immediate Issue

ACDPR15.10 - Wipers

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ACDelco's A – Z Of Flat Blade Wipers

ACDelco's product introduction programme has taken another leap forward this month, the UK aftermarket operation having bolstered the strength of its wiper product offering with the introduction of a range of flat blades. Largely dedicated to ACDelco's service and repair product offering, the new flat blades incorporate a number of rationalised part numbers that cover the A – Z spectrum of today's vehicle parc.

As General Manager of ACDelco, Lee Quinney comments: "Wipers remain an exciting product range for us due to the fact that they are a highly-visible at the retail end. We know that the ACDelco brand is widely recognised here in this country, as it has been for a number of years, and we are therefore optimistic that when it comes to wipers, the new flat blades will help elevate ACDelco's brand reputation still further."

Supplied as singles, each flat blade wiper comes boxed with a range of connectors that enables them to be fitted to eight different arm types, which in turn means that customers can provide comprehensive vehicle coverage by stocking a rationalised range of parts.

As Quinney adds: "The timing of the launch is important, as it will enable us to hit what is traditionally a busy period for products such as wipers. As such, we are optimistic that the uptake of the product will exceed our expectations."

The new product offering sits alongside ACDelco's existing wipers range, which today incorporates a 60-part number range of beam and spoiler blades. Taking in single and twin blades, plus trade packs of ten, the ACDelco wiper range has been selected to cover many of today's leading and popular vehicle applications. Alongside universal blades that are available in 24", 26" and 28", are a number of universal spoilers, not to mention bespoke 24" and 26" derivatives. The workshop or trade packs of ten cover universal blades only.

Using the latest in wiper technology, all of ACDelco's product offering is designed to help maintain optimum visibility for the driver in almost all driving conditions.

For further information on ACDelco's new flat blades, or any of their products, please contact Nicola Keep on: 01582 426240.

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