



BERU f1systems announces US distributor for loadcells and force measurement systems

Reduced lead times and increased local support for BERU f1systems' customers in the US

BERU f1systems has announced that specialist damper constructor JRi Development Group is to become a US distributor for the company's highly accurate loadcells and force measurement systems. Highly rated damper manufacturer JRi Development Group, located in Raleigh, Carolina, will offer parts from stock and increased local contact with US customers in NASCAR, IRL, Grand Am and other major US race series.

BERU f1systems' loadcells offer previously unseen levels of accuracy throughout the whole temperature range by incorporating a microprocessor corrected strain gauge amplifier. Results are very repeatable and accurate data that is not affected by ride height or temperature changes.

JRi Development Group will offer US customers support for Spring Top Hat, Tie Rod, Panhard Bar and Damper Loadcells. The company will also provide in-line precision amplifiers to operate in conjunction with full-bridge strain gauge installations. The company can provide race engineers with a complete, calibrated damper that will deliver accurate data during testing that will ultimately deliver higher performance.

"JRi Development Group is a company that prides itself in the development in all forms of suspension design," says technical director Jeff Ryan. "JRi's goal is to elevate the integration of mechanical designs with very accurate electronic components to measure, calculate, and improve the technology we can provide to our wide range of customers. JRi cannot afford to use anything

we feel that is not absolutely the best technology offered in this very dynamic marketplace.”

The relationship offers timing and convenience benefits to the increasing number of BERU f1systems’ users in the US. “Customers in the US will now have the added benefit of local support,” says BERU f1systems’ strain gauge manager Simon Roberts. “Enquiries can be dealt with more quickly and with standard parts on the shelf, we can significantly reduce lead times.”

The strong relationship is highly complimentary and is expected to expand in the coming months. “Being a US distributor of BERU f1systems’ force measurement components completely fits JRI’s development and business philosophy of offering to our customers the finest products available worldwide,” concludes Jeff Ryan.

BERU f1systems’ US electronics customers will continue to be served by Pi USA.

About BERU f1systems

Founded in 1993 and since 2001, a specialist division of BERU AG, BERU f1systems offers advanced design and manufacturing facilities for vehicle wiring harness systems, tyre pressure monitoring, stress measurement and composites. Supplied to world championship winning cars in every major formula and every Formula 1 team, components from BERU f1systems are now available in military, road car, aerospace and nautical applications. In January 2007, BERU f1systems won the prestigious Autosport International Innovation of the show for its Wire in Composite technology.

Photographs

Available from Nick Bailey by email (see below) or www.Autopresspoint.com

 <p>The logo for JRI Development Group features the letters 'JRI' in a stylized, bold font. The 'J' is black, the 'R' is red, and the 'I' is black. Below the letters, the words 'development group' are written in a smaller, lowercase, sans-serif font. A small red triangle is positioned at the bottom right of the logo.</p>	<p><i>JRI Development to provide local customer support for BERU f1systems' force measurement customers in NASCAR, IRL, Grand Am and other leading series</i></p>
 <p>A close-up photograph of a cylindrical metal load cell. It has a polished, reflective surface and a circular top with a central protrusion. The background is dark.</p>	<p><i>BERU f1systems' loadcells offer previously unseen levels of accuracy throughout the whole temperature range</i></p>
 <p>A close-up photograph of several technical parts, likely sensors or actuators, arranged on a textured surface. The parts are metallic and have various shapes, including cylindrical and flanged components.</p>	<p><i>Technical enquiries can be dealt with more quickly and with standard parts on the shelf, JRI can reduce lead times.</i></p>

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