

BERU f1systems launches US operations

New dedicated sales and engineering support in the US for motorsport customers

BERU f1systems is launching a North American operation to support customers and expand sales of its renowned performance engineering solutions. With an initial emphasis on the company's core professional motorsport market, UK-headquartered BERU f1systems seeks to increase local customer support for its tyre pressure monitoring systems – including its new revolutionary infra-red technology, composites, wiring harnesses and strain gauging equipment, among other components and systems for which it is known in international motorsport categories including NASCAR, ALMS and IndyCar.

Heading up the North American operation and based in Indianapolis, is Steve Stover who brings extensive motorsports experience, having previously managed the US operations for Pi Research. "We are delighted to have Steve, as well as his knowledge and contacts, on board as part of BERU f1systems' international growth strategy," says John Bailey, managing director of BERU f1systems. "We look forward to providing a fast, local and dedicated service to existing and new customers in North America, and to eventually diversifying into the automotive, aerospace, defence and marine markets."

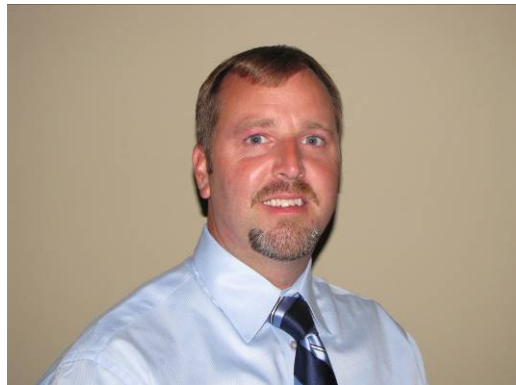
Says Indianapolis-based Stover, "While BERU f1systems is an established player in IndyCar with its wiring and tyre pressure monitoring systems, there is huge potential for its full, superior product range including stress measurement equipment, load cells and electronics, and we need to target categories such as NASCAR and the other series where we have limited presence. Having a team on the ground or at the end of the phone in the same time zone will surely help the North American motorsport market realise the benefits of BERU f1systems' products."

About BERU f1systems

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 including Formula 1, components from BERU f1systems are now available in military, road car, aerospace and nautical applications.

Photographs

Available from Nick Bailey email (see below)



Steve Stover is heading up BERU f1systems' operations in the US

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