

armourAUTO

News Release

1st July 2009

Armour Auto to distribute Focal in UK & Ireland

Armour Automotive Ltd is delighted to announce that it has been chosen by Focal.JM lab to be their new distributor for the UK and Ireland for Focal's world renowned Car Audio systems, commencing 1st July 2009.

Both Focal and Armour Automotive are keen to maintain their relationships with existing Focal dealers and customers, maintaining supply and after-sales service, as well as building new business and new customers.

Guy Bonneville, Car Audio Division Director, at Focal says that 'Armour Automotive was the logical choice to take Focal forward. They already distribute Kicker, Orion and Mutant audio systems, have a well established dealer base, and the skills and enthusiasm to grow the Focal brand in the UK and Ireland.'

Founded in 1980 in Saint Etienne, France, Focal has quickly acquired a position of reference in the high-end segment and continues to reinforce this position. The 2009 speaker and sub-woofer range consists of:

- Utopia Be - with exceptional sound quality for very high-end acoustics
- K2 Power - high power handling with sophisticated sound quality for the high-end
- Polyglass – excellent sound quality whilst still remaining affordable
- Access 1 – technology, performance and affordability, with the Focal sound

In order to accompany the speakers and sub-woofers, Focal created in 2006 the 'Focal Power' amplifier range and more recently, the 'Solid' range in 2008. And finally there is the Auditor range of entry level systems.

'Focal will sit well alongside our existing audio brands' said Barry Davies, MD of Armour Automotive, 'and Focal's passion and reputation for technical excellence are well known and respected in the industry – we look forward to working together.'

One of the key strengths of Focal-JM lab is its total control over the production of its own components including speakers, sub-woofers and amplifiers. Research and production is all carried out in Focal's French facilities and involves real professional know-how and genuine qualifications, avoiding the use of subcontractors or outsourcing, so allowing for optimal industrial application of the technology.

About Armour Automotive Ltd:

Armour Automotive is part of the Armour Group, which is quoted on the AIM division of the London Stock Exchange (ARM), and with turnover of £57.4 million in 2007.

Armour Automotive is the name behind many well known and respected brands in car audio, security, AV, Bluetooth music streaming, cabling and connectivity, including: iO, Autoleads, Radiomobile, Mutant, Kicker, Orion, Veba, Clifford Alarms, and VI Monitor.

With over 4,500 product lines, manufacturing facilities in the UK and the Far East, Armour Automotive supplies retail and business customers in the UK, Europe, Asia-Pac and the USA. Key customers include Halfords, The Carphone Warehouse, O2, Deutz Fahr, 20-20 Mobile, Vodafone, and many others.

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To find out more about Armour Automotive visit our website:

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About Focal.JM lab:

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