



## UK drivers to benefit from Valeo's new car enhancement range

**Redditch, UK, 17<sup>th</sup> March, 2008** – Adding to the strength of their already popular Beep&Park range, Valeo Service (UK) has expanded its car enhancement product offer, with more sales potential for the independent aftermarket and auto-electrical retailers.

The new **Guidéo** product typifies Valeo's technical innovation strengths, integrating several functions into one module: a lane keeping and lane departure warning system, a visual recording of the vehicle's trajectory in the event of abrupt acceleration or deceleration, and a warning for the driver when the vehicle in front moves forward, at a traffic light, for example.

Guidéo is just one of six range extensions to the whole Valeo parking assistance range, which include:

**Beep&Park/keeper** offers a front and rear parking assistance system combined with an anti-bump alert function. When the vehicle is parked, an audible and visual warning is emitted when a vehicle comes within one metre of the parked vehicle.

**Beep&Park/vision** offers comprehensive parking assistance, with ultrasound sensors and a rear camera to provide an audible and visual guide to the driver during reversing. A screen fitted to the dashboard provides visual and audible data on the distance and location of the obstacles.

**Park/vision** is a parking assistance solution comprising a rear camera fitted above the bumper, transmitting images of the area behind the vehicle when the driver is carrying out rear parking manoeuvres. This solution can be fitted as a complement to vehicles already equipped with parking sensors.

**Light/on&off** automatically switches the vehicle's headlamps on and off after a change in luminosity around the vehicle, for example when entering a tunnel or car park. An optical sensor fitted inside the front windscreen signals a fall or rise in the levels of luminosity.

**Speed/visio** is a system that displays the speed of the vehicle directly onto the windscreen, in the driver's line of sight. The projected speed is a clear digital reading, even in subdued lighting. The system alerts the driver if they are speeding and five different speeds can be pre-programmed to cover different driving modes.

The established **Beep&Park** range is becoming an increasingly popular choice for the UK motorist looking for a smart product designed to help make parking much easier. Equally, motor factors, retailers and workshops are taking advantage of the product range variety and added value sales opportunity.

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Valeo has six Beep&Park kits in the original range: from a straightforward 4 rear sensor option with buzzer on Kit 1, to a 4 front and rear sensor option complete with visual display and integrated buzzer on Kit 5. Kit 6, including 4 rear sensors, visual display with buzzer for tow bar equipped vehicles, also has an extended display loom for LCV applications.

There is also a one box solution, including drilling tool, accessory set and simple, detailed fitting instructions. Average fitting times range from 1hr 15 to 4hr.

**Caption:** [images appended to this release]

**Ends**

*Valeo Service supplies high quality parts and services to both OES and IAM markets. Valeo Service is supported by the expertise of the Group's twelve industrial branches and their leading positions in the Original Equipment market. Valeo Service has one of the most extensive offers for the aftermarket with 176 product ranges covering 12 product functions for passenger and commercial vehicles. [www.valeoservice.com](http://www.valeoservice.com)*

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