



**StARS, Valeo's starter alternator reversible system, is now listed in the Valeo Service starters and alternators catalogue for 2009-2010**

**PARIS, 2 June 2009** – For the first time, Valeo's **patented environmental innovation** is available on the aftermarket, listed in the new Valeo Service starters and alternators catalogue, which features both the **New and Standard Exchange ranges** for passenger and light utility vehicles.

This revolutionary system is both **environmentally friendly and economical**, shutting the engine off when the vehicle stops, and starting it again instantly and silently when the driver releases the brake or engages a gear. **StARS** reduces carbon dioxide emissions by up to 15% and offers fuel savings\* of almost 15%. Two StARS part numbers and the three corresponding wire part numbers are available in the new 2009-2010 starters and alternators catalogue, one for the Citroën C2 and C3 and another for the smart fortwo.

The new Valeo Service starters and alternators **catalogue** has another advantage: the **parallel presentation of the New and Standard Exchange ranges**, allowing users to choose the right part number quickly and easily. This version is clearer; parts are **easier to identify** with new pictograms illustrating each range and standardised part numbers, which **also helps distributors manage their stock**. In the interests of precision, the catalogue includes technical information on wiring, with detailed diagrams and a summary table of existing models.

230 of the 2,380 part numbers are new. 110 belong to the Standard Exchange range and 120 to the New range. **The Valeo Service offer provides comprehensive coverage of the current European automotive market**, with 40% of part numbers designed for German models, 27% for French models, and 20% for Asian models, which now account for almost 500 part numbers.

In order to offer its customers the latest market applications, Valeo is offering **more part numbers for recent vehicles, such as**: BMW X6, Citroën C5, Fiat Scudo II, the new Nissan Note, Volkswagen Golf VI, etc.

With this catalogue, Valeo has developed an **efficient, accurate tool to find and select part numbers**: it offers access to the complete range of products for starters and alternators. The multilingual catalogue is available worldwide. Valeo used recycled paper to print this catalogue in order to reduce its environmental impact.

\*depending on the application, in city traffic

*Valeo Service supplies high quality products and services to both OES and IAM markets. Valeo Service is supported by the expertise of Valeo Group and its leading position on 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. Engaged for many years in a process of environmental preservation, Valeo Service proposes many solutions which respect this commitment. Through its products and services Valeo Service invests daily, enabling a better automotive world. [www.valeoservice.com](http://www.valeoservice.com)*

**Press contact:**

Joanne Gines

Tel +44 1527 838361

Fax +44 1527 529529

joanne.gines@valeo.com