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PRESS RELEASE

NEW SALES DIRECTOR WITH STRONG INTERNATIONAL EXPERIENCE TO STRENGTHEN CTEK

- **Continue to expand the organisation's international growth**
- **Add strategic expertise and business development skills**
- **Provide more support and leadership to the current sales force**
- **Reinforce sales forces on international key markets**

Ove Jonsson has been appointed new Global Sales Director for CTEK Sweden. His task is to contribute to developing and realising CTEK's ambitious growth scheme. In his most recent position, Jonsson worked in international sales and business development at Thule Sweden.

With 17 years experience of international business, ten of which with Thule, Ove brings strategic and auxiliary expertise to CTEK. He has collaborated with customers, dealers and importers in Europe, the USA, Canada, Australia and Japan to develop a distribution network.

"Ove has superior experience from the areas in which CTEK has defined its priorities, both in terms of the geographical markets and the various business and distribution areas. The entire executive management team is convinced that Ove will prove to be a major asset for CTEK," comments Bengt Wahlqvist, CEO for CTEK-Creator Group.

CTEK can apply Ove's experience to reinforce the strategic area that has made CTEK the leader in battery care, namely development of new products and business areas. Börje Maleus, who has from the start served as Managing Director, Sales Director and President of CTEK Power Inc in the USA will now have the opportunity to promote strategic business development.

"Börje has long strived to reconnect with what he knows best and feels passionate about – pairing together the subsequent needs instigated by battery problems with identifying innovative and unique products. Not many people in this world can do this and his talent has resulted in many of the unique solutions and patents that we have today," emphasises Bengt Wahlqvist. "Now we can concentrate even more on this vital area."



CTEK Sweden develops and designs a unique series of battery chargers and innovative solutions to handle common and key battery problems that have an impact on our lives, businesses, entertainment, environment and last, but not least, economy.

Every year, 400 million new lead acid batteries are produced, of which half are for the automotive industry. All batteries require charging sooner or later. Given all the already manufactured vehicles and equipment in use around the world, CTEK, Ove Jonsson and the team face a glorious challenge.

For more information, visit www.ctek.com or contact

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