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HENK LUBBERTS APPOINTED PROFESSIONAL BUSINESS UNIT MANAGER FOR CTEK SWEDEN AB

CTEK Sweden AB, a leading global brand in the care and maintenance of vehicle batteries has appointed Henk Lubberts as Professional Business Unit Manager

Henk has an extensive background within the auto equipment industry, having spent 17 years working in senior sales and operational roles for Midtronics in both Europe and the Americas. Prior to that, he held senior technical and sales positions at Sun Electric. He brings an array of technical, managerial and solutions focused skills to the role and has a proven track record for achieving business growth.

CTEK is focused on strong customer service and technical support across its global distribution network, together with strong growth plans for the continued development of its rapidly growing diagnostic charging and power supply offer. Henk's appointment will enable CTEK to achieve this focus. Importantly, it will also drive future development into the overall battery care arena for traditional and future battery technologies where the company believes its unique strengths can drive significant innovation.

Jon Lind, CEO at CTEK, said: "Henk's track record, international experience, and relationships within both the OEM and independent automotive sector are second to none and we are delighted to have him on board."

Henk Lubberts added: "CTEK has a deserved reputation as a solution focused company that brings to the market cutting edge products that meet the needs of the professional automotive market. For me, the really great part is that there is a tremendous opportunity for further growth and expansion – I am really looking forward to working closely with our partners all over the world."

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Press Enquiries

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ABOUT CTEK

- CTEK is a leading global brand in the care and maintenance of vehicle batteries.
- CTEK is a world leading authority on battery technology, battery chargers and battery care and has built a reputation for being first to market with new products.
- CTEK chargers use patented technology to ensure that chargers condition, charge, and maintain all types of lead-acid and lithium (LiFePO4) batteries quickly, simply and safely.
- CTEK supplies chargers to the world's most recognized manufacturers including Audi, Bentley, BMW, Corvette, Ferrari, Jaguar, Maserati, McLaren, Mercedes, Porsche, and Rolls- Royce.

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