

BLACK & DECKER® LAUNCH NEW ADDITIONS TO AUTOMOTIVE RANGE

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Black & Decker® successfully launched the Automotive range last year, bringing its quality and reliability to the automotive market. After a strong year in 2008, Black & Decker® is now expanding its Automotive range with a selection of new and innovative products that bring even more convenient solutions to the automotive market.

Roadside Assistance

The Simple Start® battery booster proved to be a huge success with consumers and changed the way drivers dealt with breakdowns. The Simple Start® battery booster gives suddenly discharged batteries the boost they need to restart in minutes, without the need of jump cables or even stepping outside the car. The compact design also means that the Simple Start® battery booster fits easily into most car glove compartments so it's always at hand for emergency situations

2009 sees the launch of the Car 2 Car Battery Booster to the roadside assistance offering. This convenient and easy to use product provides even more features that will make breakdown misery a thing of the past.

The new Black & Decker® Car 2 Car Battery Booster takes away the risks that jump start leads can sometimes present allowing drivers to charge the battery without opening the bonnet or connecting wires. The Car 2 Car is a simple device that charges the car battery through both vehicles' cigarette lighter. Simply plug an end into each car's cigarette lighter and in 20 minutes the battery will be boosted.

The compact design allows the product to be conveniently stored in the car and with a generous five meter cable it easily connects the two cars. Unlike standard jump cables, as long as the donor car's engine is running, Car 2 Car can jump start any engine size.

Battery Maintenance

For the long term maintenance of batteries Black & Decker® has introduced the new Autoselect® Battery Charger to the range, available in either a 10A and 20A model. The Autoselect® Battery Charger ensures that your vehicle's battery is always fully topped up and ready to go, with a revolutionary approach to safer and faster charging. All models are designed with safety in mind and will not engage if the clamps are attached incorrectly. This dramatically reduces the risk of sparks compared to standard chargers.

The Black & Decker® models boast a four stage charge technology providing a fast charge without the risk of overcharging or overheating. This 'smart charge' technology automatically analyses the battery and selects the best charge rate for the battery type, size and discharge level and the battery status check ensures the unit adapts and only charges when the battery needs power. The 20A model features an engine start function, which means the unit is capable of jump starting vehicles with a flat battery within 90 seconds.

Both the 10A and 20A model also feature an alternator check which will detect a faulty alternator, a potential hidden cause of a flat battery.

Portable Power

Black & Decker® has further expanded the automotive offering this year to offer a new portable power product which can power and recharge personal electronics whilst on the move. The new portable 100w USB Power Inverter with USB Port is another handy little travel companion from Black & Decker® which is perfect for people who are in their car regularly and often find themselves with flat phone and laptop batteries whilst out and about.

The new low wattage 100w USB Power Inverter with USB Port, converts the power from your vehicle battery into 230v household power. The USB Power Inverter accepts any 230v AC conventional plug, taking away the need for multiple accessories. Simply plug your USB Power Inverter in and your device will begin charging.

Also ideal for camping or caravanning, the USB Power Inverter allows you to simply and easily charge your electronic or camping accessories through the vehicle's 12v power supply.

The 100w USB Power Inverter is perfect for all of your electronic products from laptops and digital cameras to mobiles and Blackberries.

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Note to Editors:

BLACK & DECKER® is a registered trademark of the Black & Decker Corporation.

SIMPLESTART® is a trade mark of the Black & Decker® Corporation.

BDBBC2C Car 2 Car Battery Booster	- SSP £39.99 - Available from Argos
BDSBC10A Autoselect® Battery Charger	- SSP £69.99 - Available from Argos
BDSBC20A Autoselect® Battery Charger	- SSP £89.99 - Available from Argos
BDPC100A 100w USB Power Inverter with USB Port	- SSP £34.99 - Available from Argos

For general enquiries, stockists, service and technical advice, please contact 01753 567055.

For further press information, images or product, please contact:

Kate Blinkhorn or Collette O'Neill at Mercieca PR
kate@mercieca.co.uk / collette@mercieca.co.uk
0207 485 0100