

FOR IMMEDIATE RELEASE

Contact: Sharon Gee, Circle Dot Marketing for COAST Products  
702-506-7887 / [sgee@circledotmarketing.com](mailto:sgee@circledotmarketing.com)

Kevin Corcoran, Marketing Communications Manager, COAST Products  
503-234-4545 / [kevin.corcoran@coastportland.com](mailto:kevin.corcoran@coastportland.com)

## COAST's New POLYSTEEL Flashlights

### On Display at Upcoming AAPEX Show

Unique Design. Ultra Durable Waterproof Casings.  
Patented Technology & Innovation.

**PORTLAND, OR, October 15, 2014** – [COAST Products](http://www.coastproducts.com) continues its reputation for producing high-quality innovative flashlights that set industry standards with the rollout of their new POLYSTEEL<sup>TM</sup> line at this year's Automotive Aftermarket Products Expo ([AAPEX](http://www.aapec.com)). The new lights include an array of incredibly bright, waterproof and durable flashlights that are built to perform dependably in the most demanding environments. Their unique design uses a stainless steel core to deliver unmatched strength, which is then encased with a very durable, easy to grip polymer body.

COAST will exhibit the POLYSTEEL flashlights and a wide variety of LED flashlights, headlamps, lanterns, knives and multi-tools during the AAPEX– at [Booth 561](http://www.aapec.com) from November 4-6 in Las Vegas, NV at the Sands Expo. Their products offer advanced quality and innovation, the latest patented and proprietary features and technology, and are perfect for every professional or DIY mechanic, retailer or distributor in the automotive aftermarkets products industry.



**COAST's New POLYSTEEL 600 LED Flashlight**

–more–

## **POLYSTEEL – Durable, Incredibly Tough for Any Project or Environment**

The all new LED flashlights, POLYSTEEL 200, POLYSTEEL 400 and POLYSTEEL 600 feature COAST's patented **Pure Beam Focusing System** – with proprietary optics that produce a pure, bright consistency across the entire beam; whether it is the Bulls-Eye Spot mode or Ultra View Flood Beam mode. They boast three light outputs – high, medium and low - and are equipped with Coast's **Twist Focus** light control. By combining high performance flashlight technology and innovation with brand new, state-of-the-art production processes, COAST has exceeded its own exceptional quality and durability standards.

### **POLYSTEEL 600**

- Lumens: 579 (High), 187 (Medium), 55 (Low)
- Run Time: 2 hours 15 minutes (High), 5 hours 30 minutes (Med), 13 hours 45 minutes (Low)
- Beam Distance: 261 feet (High), 148 feet (Med), 82 feet (Low)
- Submersible: IPX8 – 3 meters for duration of 6 hours
- Battery: 4x AA model

### **POLYSTEEL 400**

- Lumens: 300 (High), 105 (Medium), 33 (Low)
- Run Time: 1 hour (High), 3 hours 15 minutes (Med), 15 hours (Low)
- Beam Distance: 194 meters (High), 113 meters (Med), 62 meters (Low)
- Submersible: IPX8 – 3 meters for duration of 6 hours
- Battery: 4x AAA

Specs for the POLYSTEEL 200 will be available soon.

Each automotive service professional requires a robust flashlight that can battle through the toughest elements. COAST's POLYSTEEL flashlights are designed to withstand daily use in even the harshest project environments. Engineered for lasting quality, the LED lights are enclosed in a stainless steel core that is then wrapped in a molded, polymer coating. Virtually indestructible, the POLYSTEEL flashlights are waterproof, crush proof, drop proof and scratch proof.

### **Ideal for Every Day, Heavy-Duty Use**

The perfect addition to any tool bag, COAST POLYSTEEL flashlights have a unique crosshatch, deeply textured industrial body, making them extremely easy to grip. The easy-to-use design extends to the anti-roll tail cap and tactical-style rear switch on each POLYSTEEL model. With a simple partial depression, the momentary switch easily cycles between low, medium and high power output for optimal project illumination and to conserve battery life when possible.

David Brands, President of COAST remarked, "For the toughest and most challenging environments, COAST has delivered innovative and superior lighting technology with our new POLYSTEEL flashlights. Our technology makes the user's job safer and easier. Automotive service professionals worldwide can count on COAST to light the way, whether installing replacement auto parts, servicing a vehicle, working in a low light situation or even at night. These new lights provide unbeatable function, performance and durability at an affordable price."

**-more-**

The POLYSTEEL flashlights are scheduled for shipment in the fall of this year. They are expected to retail for between \$30 - \$50. Follow COAST at one of the social media channels below, or check the COAST website for the latest information.

### COAST Products – A History of Innovation

Well-known for their knives and multi-tools, for nearly 85 years, COAST is now a market leader in premium LED flashlights – developing innovative products trusted by everyone from the weekend warrior to the Navy Seals and soldiers deployed in Afghanistan and around the world. **COAST's** technologically advanced products are safer and easier to use, while at the same time being extremely functional and enjoyable to own. **COAST Products** was founded as **COAST** Cutlery Company in 1919. **COAST** was originally established to provide quality knives to the farmers, ranchers and workers of the Pacific Northwest. Today **COAST** produces premium LED lighting products, including top-rated [flashlights](#), [headlamps](#) and [EAL](#) (emergency area lighting), as well as fine-crafted [knives](#) and world class [multi-tools](#). Every **COAST** product reflects an investment in skilled craftsmanship and quality materials and is backed by a **COAST** guarantee. **COAST** products are available from automotive stores, leading sporting good stores, home centers, hardware stores, and suppliers, professional outlets, and numerous online retailers. For more information call 800-426-5858 or visit [www.coastportland.com](http://www.coastportland.com).



– END –