

FOR IMMEDIATE RELEASE

Tweet it: The new FL70 headlamp from @ COASTProducts is hot new item at #AAPEX Show 2015!
#COASTPortland #Booth1476

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

Elliot Ball, Director of Marketing, COAST Products
503-234-4545 / elliottball@coastportland.com

Newly Designed Line of COAST High Performance Headlamps Will Light Up AAPEX Show

Innovative Headlamps Deliver Precision and Brightness

PORTLAND, OR, October 15, 2015 – COAST Products introduces the high-powered FL70 headlamp, designed specifically for mechanics and anyone who works on vehicles. This all-new focusing headlamp offers one of the most innovative, brightest – up to 405 lumens – and most durable LED headlamps available. It offers features that automotive technicians and service repair mechanics will immediately appreciate.

The new headlamp combines COAST's industry leading optical technology in a compact size with both light and battery compartment in the front, providing great comfort and durability. COAST Products will exhibit the new FL70, along with a wide array of its popular LED flashlights, headlamps, lanterns, knives and multi-tools, at the Automotive Aftermarket Products Expo ([AAPEX](#)) from November 3-5 in Las Vegas, NV at the Sands Expo at [Booth 1476](#).

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 channel.



[COAST FL70 LED Focusing Headlamp](#)

-more-

Battery Pack and Light All-in-One

The FL70 is one of four innovative new headlamps – along with the FL60, FL75 and FL85. They launched a new design that combines both battery pack and light into one unit on the front of the headband for easier use and maximized functionality. The powerful and lightweight FL70 headlamp makes working under the hood or chassis simple, providing crystal clear light right where it's needed. Everything – from finding an errant screw that has rolled away to quickly discerning a troublesome leak's source in cramped quarters – is easier with the new FL70.

Pure Beam Focusing Satisfies User's Critical Needs

COAST's unique **Pure Beam Focusing Optic** produces superior light output and beam quality with easy-to-adjust twist focus. Quickly shift from ultra wide flood to a long reaching spot with transition halo for wide viewing even in spot mode. The **Bulls Eye Spot Beam** gives automotive technicians a tight, focused spot with a maximum beam distance of 140 meters (459 feet), while producing an outer ring of flood light that allows a broader area for added side vision. An oversized power switch and easier-to-grip focusing bezel ensure no fumbling in the dark to turn on or adjust the light, even while wearing gloves. The hinged bezel makes light focusing and beam positioning fast and easy, particularly for up-close tasks, such as changing fluids or tightening nuts and bolts.

Easily controllable with the power switch, you can cycle through the high, medium, and low output modes and the helpful dimming function allows simple adjustment of the light output to just the right level for any work application and for low light situations around the repair shop or outdoors. The heavy-duty, hard hat compatible, adjustable headbands provide ultimate comfort and feature reflective material for increased visibility of the wearer.

“With impressive power, beam clarity and runtime, the FL70 headlamp provides exceptional focused LED lighting and just the right illumination for any service or project,” remarked COAST President David Brands. “Whether working on detailed repairs or installations, our new FL70 headlamp delivers advanced benefits in lighting technology for mechanics and automotive experts everywhere.”

Following are the specs for the FL70:

- Lumens: 405 (High), 230 (Med), 53 (Low)
- Beam Distance: 140 meters/459 ft. (High), 107 meters/351 ft. (Med), 51 meters/167 ft. (Low)
- Run Time: 2 hours (High), 2 hours 45 min (Med), 20 hours (Low)
- Power source: 3 AAA batteries

All COAST LED headlamps are tested and rated to ANSI FL1 standards. They feature unbreakable LEDs and are impact and water resistant. Notably, they're backed by COAST's lifetime guarantee against defects in materials and workmanship.

The FL70 is available at selected retailers now and will be at a variety of retail outlets by the first quarter of 2016. The suggested retail is \$50.99. Follow COAST at one of the social media channels below, or check the COAST website for the latest information.

-more-

COAST Products – A History of Innovation

Well-known for their knives and multi-tools, for nearly 96 years, COAST is now a market leader in premium LED flashlights – developing innovative products trusted by everyone from the weekend warrior to soldiers 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. 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 leading automotive stores and supplies, sporting goods stores, home centers, hardware stores, professional outlets, and numerous online retailers. For more information call 800-426-5858 or visit www.coastportland.com.



Follow us at...

– END –