



## 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)

# New Generation of COAST Rechargeable LED Flashlights on Display at AAPEX

**Next echelon of lighting innovation from the industry's leading manufacturer available now. See them and COAST's entire line at Booth #774.**

**PORLAND, OR, October 15, 2013** – Visitors to last year's AAPEX got a preview of COAST's game-changing LED technology, in particular the new line of rechargeable flashlights. *"Our valued automotive dealers, retailers and consumers had been some of the most vocal proponents of us creating a line of rechargeables,"* explains [COAST Products](#) president David Brands. *"So their input and evaluation was extremely important as we made the final modifications to the lights."*

After receiving a resounding "thumbs up" from the automotive community, the new line made its retail debut earlier this year. Since then, customer praise has poured in from all corners – affirming COAST's goal to deliver a truly innovative line of rechargeable lights without equal in the marketplace.

Typical of that praise, Robert J. had this to say about his new A25R (pictured below). *"I dumped all my [competitor's lights] for the A25R. I am a maintenance mechanic and looking into machines with this light, it is like, where are my shades? This light is bright and the beam focus is fantastic. I [can] plug into my computer with the USB to let it charge."* Another satisfied new customer proclaimed, *"This is awesome engineering, [the] highest quality standards of any comparable product for this industry!"*

This year, the entire new line of rechargeables will be on display during the Automotive Aftermarkets Products Expo ([AAPEX](#)) from November 5-7 in the Las Vegas Sands Expo Center. COAST will also be exhibiting a wide array of other flashlights, as well as headlamps, lanterns, knives and multi-tools.



**A25R** with pop-up USB charging port

### COAST Exclusive Dual Power Charging System

The new rechargeable line includes five innovative LED flashlights – the **HP7R**, **HP5R**, **A25R**, **A22R** and **A9R**. All of them, except the A9R, feature COAST's exclusive new **Flex Charge Dual Power Rechargeable System** – including the **Pro-Tek Charging Port**. Their tail caps pop up to reveal a micro USB port for the charging cable. Not just cool, there are no parts to lose and the system stays clean from dust and debris.

Lithium rechargeable batteries are included, but the lights also run on standard alkaline batteries (except the A9R). Batteries can be charged inside the flashlight, or outside with an included spare cartridge, so they can always have a fresh battery ready.

**-more-**

All COAST products offer advanced quality and innovation, the latest patented and proprietary features and technology, and are perfect for every customer, retailer or distributor in the automotive aftermarkets products industry.

## New Rechargeable Flashlights Deliver Latest and Completely New Innovation

COAST's goal is to design and build the best LED flashlights available, just as feature rich and dependable for car enthusiasts as they are for the auto parts dealers, service technicians and inspectors who praise COAST's products. A "good" rechargeable wasn't good enough; it needed to stand alongside the other outstanding product advances that have made COAST the industry's premier manufacturer of high performance LED lights. The new rechargeable flashlights have attained that goal.

The new rechargeable lights have impressive light output, run time and beam distance. The A25R leads the way with an incredible 466 lumens of light output. The HP7R uses COAST's new Long Range Focusing Optic (see details below) to produce an effective beam distance of 306 meters – that's over three football fields. Following are the specs for each light, based on the ANSI FL1 flashlight standard, and certified by independent testing, when using the rechargeable batteries.

### A25R – Stainless Steel Case

- Lumens: 466
- Beam Distance: 171 meters
- Run Time: 7 hours 30 minutes

### A22R – Stainless Steel Case

- Lumens: 241
- Beam Distance: 113 meters
- Run Time: 3 hours 30 minutes

### HP7R – Aluminum Case

- Lumens: 201
- Beam Distance: 306 meters
- Run Time: 7 hours 45 minutes

### HP5R – Aluminum Case

- Lumens: 181
- Beam Distance: 172 meters
- Run Time: 3 hours 40 minutes

## Another COAST Breakthrough – Long Range Focusing Optics

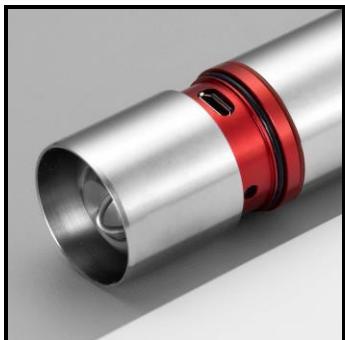
Many COAST flashlights, including the sleek A25R and the A22R feature the patented **Pure Beam™ Focusing System** – with proprietary optics that produce a pure, bright consistency across the entire beam; whether it is the Bulls-Eye Spot mode or Ultra View Flood Beam mode. For jobs that require a beam with the longest possible distance, COAST has responded with the all-new **Long Range Focusing Optic**, which is built into the HP7R and the HP5R. With the new optics, these lights deliver a bright, intense X-Range Spot Beam at incredible distances, while still offering a consistent circle of light in the Broad View Flood Beam mode.

All four lights also have **Fingertip Speed Focus Control™**, another first from COAST. Users can keep one hand free while focusing the flashlight with just a thumb or finger by sliding the front bezel forward or back. They all also have the ingenious, COAST-exclusive **Cyclone™ Heat Sink System** that decreases heat buildup, facilitates maximum light output and increases LED lifespan.

All four models are powered by rechargeable lithium ion battery technology, allowing them to produce incredibly powerful light output. All four also feature both high and low output modes to conserve battery life, include the **Beam Lock™ System** and have rear switches.

David Brands says, "*COAST's rechargeable flashlights set a new standard with their ease of use, applications, and multiple recharge capabilities. Our customers have asked for and we delivered multi-functional, rechargeable flashlights that have unique and proprietary technological innovation that is unmatched anywhere else.*"

**-more-**



Exclusive COAST Charging System



COAST A9R Charging System



COAST HP7R Rechargeable Flashlight

## Not Just Brighter – Better

### Sleek A9R Completes New Rechargeable Line

The A9R is another unique COAST product being exhibited at AAPEX. Like all COAST LED flashlights, rechargeable or not, the A9R is impact and water resistant. It's the perfect pro penlight with a lithium polymer battery and the sophisticated **Pro-Flex Charging Cap** system that attaches to the head of the unit (see photo above). It shines a pure white inspection beam in a compact, seven-inch case that is only 3/8-inch in diameter.

The A9R, A25R, HP7R, A22R and the HP5R are available for shipments now. For the latest info, check the [COAST web site](#) or follow COAST at one of the social media channels below.

### 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 in Iraq and Afghanistan. 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 automotive stores and suppliers, leading home centers, hardware stores, professional outlets, sporting goods stores, and numerous online retailers. For more information call 800-426-5858 or visit [www.coastportland.com](http://www.coastportland.com).



– END –