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Centurion expands retail sales channels in Europe and the UK

Centurion Electronics plc ("Centurion"), a UK market leader in the field of in-car audio-visual entertainment, has secured important new sales channels for its retail range of products, Plug & Play™.

Plug & Play™ consists of a selection of portable DVD and video players, TV tuners and playstation compatible systems, incorporating TFT LCD monitors, which are designed to plug into a vehicle's power socket.

During the last six months, Centurion has created substantial market awareness of Plug & Play™ in Europe, securing orders in Germany, Ireland, Belgium, France and Spain through agreements with seven new distributors. Going forward, the company is focussing on targeting further distributors in these countries and expanding its reach to include Holland and Denmark.

In the UK, and following the launch of Centurion's next generation PP60 model earlier this year, Arnold Clark, the UK's largest privately owned motor group, has named the Company as its preferred supplier. Arnold Clark has 120 dealerships throughout Scotland and England.

In addition, Centurion continues to increase its exposure on the UK high street. In response to strong demand, Halfords has increased the number of its stores from which the Plug & Play™ range is available from 100 to 250. Centurion has also been reselected for Argos's autumn/winter catalogue.

Steven Cunningham, Chairman of Centurion, commented "These developments play an important part in our multi-channel strategy to reach customers in as many different retail environments as possible and build the Plug & Play brand throughout Europe. In the UK, Arnold Clark offers significant new opportunities in the automotive aftermarket and through Halfords and Argos we continue to increase our visibility on the high street.

"Plug & Play was only launched in November 1999 but has gone from strength to strength with demand growing ten fold in the last two years."

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