



MEDIA RELEASE

REDARC LAUNCHES NEW GENERATION

TOW-PRO BRAKE CONTROLLER

Adelaide-based Redarc Electronics has released the next generation of its award-winning electronic brake controller Tow-Pro, with sights firmly set on the export market.

The Tow-Pro Elite, launched in October, incorporates a number of new features that will result in smoother braking for motorists towing heavy trailers and caravans.

It also features "Active Calibration" which means that once fitted to the customer's vehicle, the Tow-Pro Elite will calibrate itself, even without a trailer attached.

Redarc's Managing Director, Mr Anthony Kittel, said Tow-Pro Elite had undergone extensive quality control and product development at Redarc's Lonsdale headquarters.

"We continue to set the industry benchmark for innovation in electronic technology, he said.

"Since its launch in June, 2014, Tow-Pro has become one of our most popular products, being used by people who tow caravans and camper trailers, horse floats, boats and the like.

"It remains the only product on the market that offers two types of trailer braking in the one unit."

Like the previous generation Tow-Pro, the Tow-Pro Elite, provides users with the ability to swap between an automatic mode (inertia sensing) for highway driving conditions and user controlled mode for off-road driving.

Tow-Pro Elite features the latest in accelerometer technology and Redarc's patented brake application algorithm, while the dash mounted controller has been fully independently tested to meet ADR21 safety standards.

Mr Kittel said the remote head could be seamlessly mounted in a blank switch panel, an unused area of the dashboard or the centre console within vision and easy reach of the driver.

This overcame the possible intrusion of traditional brake controllers into the driver's leg space and potential interference with lower airbags in newer vehicles.

Mr Kittel said while Australia continued to be Redarc's key market, the Tow-Pro Elite was expected to generate strong interest from overseas.

"The USA is an ideal market for us and we are currently pursuing several market opportunities for the new Tow-Pro Elite," he said.

Redarc officially launched Tow-Pro Elite at the 2015 Adelaide 4WD and Adventure Show, held at the Adelaide Showgrounds on 23-25 October.

The original Tow-Pro has been awarded an Excellence in Manufacturing, Gold Award by the Australian Automotive Aftermarket Association and an Excellence in Innovation award by the Technology Industry Association.

Redarc researches, designs, develops and manufactures a range of electronic voltage converters and associated products including inverters, power supplies, DC-DC battery chargers and Battery Management Systems, CANBus modules, trailer braking products, 52mm gauges and customised electronic modules.

Its products can be used by any moving vehicle that uses battery power, including cars, SUVs, boats, rail, trucks, mining equipment, bus and emergency vehicles.

Mr Kittel said Redarc currently used South Australian suppliers to provide most of the materials it used for its units and he expected this practice would continue into the future.

Redarc was established in 1979 and purchased by Mr Kittel in 1997. It now employs more than 130 staff across Australia.

For further information:

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