

**FOR IMMEDIATE RELEASE**



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**Wells Vehicle Electronics Rebrands Wells Engineered Products  
to Serve Premier Original Equipment Manufacturers**

*Launches New Website to Support the Brand and Customers*

FOND DU LAC, WI (January 28, 2020) – Wells Vehicle Electronics, a premier full-service, full-line supplier of vehicle electronics and engine management products, has rebranded its business unit that serves premier recreational, automotive, agricultural and industrial original equipment manufacturers to Wells Engineered Products.

Wells Engineered Products leverages the company’s history of innovation, unmatched engineering resources and commitment to customer service to serve as a full-line manufacturer of custom precision engine management, sensor and control products for manufacturers of premium vehicles and equipment throughout North America.

“After engaging our customers, suppliers and partners in an extensive voice of the customer initiative, we forged this new brand to represent exactly what we do, which is collaborate with our customers to solve challenging problems,” said Greg Burneske, Director of Wells Engineered Products. “Our customers are leaders in their markets and they need a partner that can provide custom engine and vehicle management solutions in order to maintain their leadership position.”

As part of the rebranding effort, Wells Engineered Products created a new website – [www.wellsengineeredproducts.com](http://www.wellsengineeredproducts.com) – to provide in-depth information and relevant content on its extensive product portfolio and the custom solutions they deliver. The new site is easy-to-navigate and content-rich, offering comprehensive information on the line of [ignition coils](#), [voltage regulators](#), [sensors](#), [pressure switches](#) and [power electronics](#), as well as the [custom solutions](#) Wells has available for premium manufacturers of heavy-duty, marine, off-road, motorcycle, industrial, commercial and agricultural equipment.

The site also features a [blog](#) that delivers the latest insights on engine management, provides access to collateral materials and other [resources](#), and presents [news and upcoming events](#).

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Wells Engineered Products' website will be updated regularly with new blog posts and thought leadership content, upcoming events, news alerts and media coverage. Customers are encouraged to follow Wells Engineered Products on [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#).

### **About Wells Engineered Products**

As a business unit of Wells Vehicle Electronics, Wells Engineered Products is a full-line manufacturer that provides custom precision engine management and power control products for manufacturers of premium vehicles, power generation and industrial equipment throughout North America. Wells Engineered Products partners with automotive manufacturers and their Tier 1 suppliers, as well as smaller sectors, to combine and re-engineer the best technologies available to design, develop, test, validate, build and deliver proven parts that meet their unique needs and applications. For more information, visit [www.wellsengineeredproducts.com](http://www.wellsengineeredproducts.com).

### **About Wells Vehicle Electronics**

Wells Vehicle Electronics L.P., founded in 1903 by Robert Wells, designs, manufactures, and distributes industry-leading vehicle electronics. As a division of NGK Spark Plug Co., LTD, Wells focuses on finding and providing win-win solutions for its associates and business partners from its headquarters in Fond du Lac, Wisconsin. For more information, visit [www.wellsve.com](http://www.wellsve.com).

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