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Wells Vehicle Electronics Expands WVE Vehicle Electronics Brand
A Commitment to the Aftermarket that Moves Beyond the Standard

FOND DU LAC, WI (January 2, 2020) – Wells Vehicle Electronics, a premier full-service, full-line supplier of vehicle electronics and engine management products, has expanded its WVE Vehicle Electronics brand product offering. This expansion allows Wells to best serve the unique needs of the automotive aftermarket, including technicians, warehouse distributors, parts stores, national accounts, and consumers.

“With the mission to be a dominant supplier in the vehicle electronics category, our product team has built a full line of coils, sensors, ignition, emissions, relays, and other vehicle electronics part categories – including more than 1,100 part types,” said Patrick Sommerfeld, Sr. Director for Wells Vehicle Electronics. “The WVE Vehicle Electronics brand of products is poised to serve the engine management market by supplying a full line of professional-grade products that the industry needs.”

Last year, Wells’ leadership engaged current and prospective customers (Aftermarket, OEM/OES, and end-users) – as well as industry leaders – in conversations that evaluated trends and uncovered opportunities to meet the needs of the entire aftermarket. The findings determined that running Wells Vehicle Electronics as a separate business unit and creating the WVE Vehicle Electronics brand to serve the aftermarket was essential for the continued success of our customers, suppliers, employees, and the communities we impact.

In 2019, leaders from NGK Spark Plug Co., LTD. and Wells Vehicle Electronics met in Fond du Lac, WI and formally transitioned all aspects of the business – including product, pricing, customer service, technical service, marketing, sales, and operations – back to Wells in Wisconsin, Texas, Iowa and Mexico. While Wells Vehicle Electronics remains part of the same overall NGK Japan global organization, the manner in which they conduct business will be separate in some cases and shared in others.

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“This shift, along with the expansion of the WVE Vehicle Electronics brand, gives Wells the ability to move beyond the standard by leveraging its 117-year heritage of innovation, unmatched engineering resources, leading-edge manufacturing and distribution capabilities, and world-class customer service and technical training to exceed the expectations of an ever-changing global customer base,” said Sommerfeld.

As part of WVE Vehicle Electronics’ commitment, Wells has created a new website – www.wvebrand.com – dedicated to meeting the needs of warehouse distributors and national accounts who sell the WVE Vehicle Electronics’ full line of professional-grade products throughout North America. The organization is also launching an integrated marketing and communication program to reintroduce the company to customers, suppliers, and the automotive industry overall.

About WVE Vehicle Electronics

WVE Vehicle Electronics offers a full line of professional-grade vehicle electronics and engine management products – including coils, sensors, ignition, emissions, relays, and other vehicle electronics part categories – to the automotive aftermarket. For more information, visit www.wvebrand.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.