

SPOTLIGHT

ISSUE FOUR. Aftermarket Champion Edition

CHAMPIONING THE AFTERMARKET:

Our latest campaign goes live with clear and strong message of support for the independent aftermarket. It's time to *be the competition.*

PROFILING YOUR AVERAGE CAR:

As the car parc hits an average vehicle age of almost ten years. We look at the car of the year from ten years ago in 2016. The Vauxhall Astra.

TECHASSIST: MASS AIRFLOW SENSORS:

We team up again with Ed Cockill from Uckfield Motor Services again to explore the ins and outs of diagnosing and fitting Mass Airflow Sensors.



Be the competition.

HERE WE GO!

Welcome to the first ELTA Spotlight of the year, and what promises to be one of our biggest years yet.

We're kicking things off with a strong mix of bold campaigns, new product developments and practical technical support, all centred around one message: 2026 is the year the independent aftermarket steps forward with confidence.

Our Championing the Aftermarket campaign launches with a clear call to action for factors and garages alike: it's time to be the competition. Alongside this, we're unveiling our brand-new website — a faster, smarter, content-rich platform designed to position ELTA as a true automotive powerhouse while giving our customers the tools and information they need at their fingertips.

We're also back in the workshop with TechASSIST, teaming up once again with Ed Cockill of Uckfield Motor Services to break down the correct diagnosis and fitment of mass airflow sensors.

Plus, inside you'll find a Vauxhall Astra vehicle profile, new Lucas glow plugs, an A1 Award win, updates to our AdBlue injector range, a roundup from Automechanika Birmingham, and more.

Let's hit the ground running.

Tim Brotherton
ELTA Marketing and Communications Manager



ELTA team at Automechanika Birmingham 2025 booth. Five team members in white shirts and blue lanyards stand behind a white ELTA counter. A large digital screen on the left features a man with a glowing orange ring around him, with the text 'ELTA' and 'Be the competition.' Below the counter is a large 'ELTA' logo. The background is a blue wall with 'VXPRO' and 'ELTA' branding. The text 'AUTOMECHANIKA BIRMINGHAM 2025 – THANK YOU FOR VISITING' is overlaid on the bottom left of the image.

AUTOMECHANIKA BIRMINGHAM 2025 – THANK YOU FOR VISITING

It's hard to believe six months have already flown by since we exhibited at Automechanika Birmingham 2025. As the UK's biggest aftermarket event – and practically on our doorstep at the NEC – it was a fantastic opportunity to showcase our brands, services and new developments. Our stand, complete with an impressive pair of four-square-metre video walls, drew brilliant engagement throughout the show. A huge thank you to everyone who visited, shared feedback and spent time with the team. Your support continues to drive us forward.



NEW: VXPRO UREA DOSING MODULES (ADBLUE® INJECTORS)

We're expanding the **VXPRO** range once again – introducing Urea Dosing Modules, otherwise known as AdBlue® Injectors. Engineered to deliver OE-matching performance and supporting modern SCR (Selective Catalytic Reduction) diesel systems. With emissions legislation tightening and SCR technology now essential across passenger and commercial diesel vehicles, our new injectors offer the perfect balance of quality, reliability, and value for independent motor factors and garages.



ELTA RETAINS ALL ISO ACCREDITATIONS WITH ZERO NON-CONFORMANCES

We're proud to announce that ELTA has retained all ISO accreditations with zero non-conformances. Following our latest audits, we continue to hold:

ISO 9001:2015 Quality Management

Recognising our commitment to consistent, high-quality processes that meet international standards and ensure reliable products and services.

ISO 14001:2015 Environmental Management

Highlighting our proactive approach to reducing environmental impact and driving sustainability across the business.

ISO 45001:2018 Health & Safety Management

Underlining our focus on a safe workplace, preventing injuries and protecting the well-being of our team.

Our Integrated Management System (IMS) combines ISO 14001 and ISO 45001 under one certificate, while ISO 9001 is held separately – together reinforcing our commitment to high standards throughout ELTA.

These audits complete our re-certification with Citation, following our initial certification in 2024. Under Citation's three-year cycle, this successful outcome extends our accreditation for another three years, supported by annual surveillance audits.

Achieving zero non-conformances is a major achievement and reflects the dedication and teamwork across every department.

Thank you to everyone for your continued commitment to quality, safety and sustainability, and for helping maintain the standards that make ELTA a trusted partner in the automotive aftermarket.

THE TEAM IN FOCUS



Name: Alex Stirling

Department: Quality

Since Alex Stirling joined ELTA Automotive as our Quality Co-ordinator, he's become a key figure behind the scenes, keeping us compliant, safe, sustainable.

Alex plays a major role in maintaining our ISO 9001, 14001 and 45001 standards, leading internal audits and acting as the main point of contact during external inspections. His work touches every corner of the business: from health and safety checks and site risk management, to supplier oversight, legal compliance, and sustainability progress. No two days look the same, and his ability to juggle so many moving parts is a big part of what keeps ELTA running smoothly.

One of Alex's proudest achievements was taking ownership of our EcoVadis CSR assessment early in his role. Under his leadership, ELTA rose from around the 51st percentile to the top 9% of companies assessed — a huge step forward in proving our commitment to responsible, ethical business. And when he's not driving continuous improvement, he's often found enjoying the lighter side of ELTA life: Christmas parties, competitive pool and table tennis, and making the most of the free drinks.

Outside of work, Alex is a big football fan (COYG), enjoys gaming, music, and heading out for good food and a few drinks. And in case there was any doubt, he'd like everyone to know that he is, unequivocally, "the best Stirling" (We have several of them here!).

His biscuit of choice? Hovis Digestives — elite dunking performance, according to the man himself.

We're proud to have Alex as part of the team, and excited to see where his drive for quality and improvement takes us next.

We are proud to join the SME Climate Hub initiative.
We have pledged to measure and report our emissions, halve our greenhouse gas impact by 2030, and reach net zero by 2050





CHAMPION THE AFTERMARKET

WIN CUSTOMERS.

DELIVER THE QUALITY YOUR CUSTOMERS EXPECT

Engineered to deliver the performance your customers can demand at a price that keeps them coming back. Helps build trust, loyalty, and repeat business. Supports a professional reputation with quality parts that fit right, first time.

PROTECT MARGIN.

STAY COMPETITIVE WITHOUT SACRIFICING YOUR MARGIN

Priced to give garages and factors a fair, sustainable profit. Reduces reliance on high-cost original equipment branded parts without compromising customer satisfaction. Helps you stay competitive in a market where every penny counts.

DRIVE GROWTH.

THE RIGHT PRODUCT AT THE RIGHT PRICE TO WIN BUSINESS

Backed by a 5-year warranty and expert TechASSIST support for complete confidence. Builds long-term relationships with customers through consistency and trust. Supported by marketing and stock solutions that enable you to scale sustainably.

RECLAIMING THE INDEPENDENT AFTERMARKET

In today's aftermarket, independent businesses face growing pressure — from customers expecting the highest quality components at the lowest possible price to franchised dealers benefiting from pricing advantages and manufacturer backing.

At ELTA, we believe it shouldn't be this hard to compete.

That's why we created VXPRO — a brand built specifically to support the independent aftermarket. Whether you're supplying parts as a factor or fitting them in a workshop, **VXPRO is here to help you stay competitive without compromise.**

- Engineered to perform like the original
- Priced to protect your margins
- Backed by a 5-year warranty and real technical support

We don't just deliver parts — we deliver confidence, service, and a strategy that supports the long-term strength of your business.

We're not an original equipment brand. We're something better for the aftermarket — made for it, by it. Together, we can champion the aftermarket and create a fairer, stronger future for independents across the industry.

JOIN THE GARAGES AND FACTORS ALREADY WINNING WITH VXPRO

Be the competition.



ELTA | TECHASSIST

Mass Airflow Sensors: Best Practice

In this ELTA TechASSIST bulletin, we dive into the vital role of the Mass Airflow Sensor, common failure causes, symptoms, and essential fitting tips to ensure a long lasting replacement.

Before we begin, if you follow Ed from Uckfield Motor Services, don't miss his latest video packed explaining all things MAFS, scan the QR opposite or visit our YouTube channel [@eltaautomotive](https://www.youtube.com/@eltaautomotive)



Scan Here For
Mass Airflow
Sensor Best
Practice
Video Guide

Understanding the Role of the Mass Airflow Sensor

Also known as an Air Mass Meter, the Mass Air Flow Sensor plays a crucial role in engine performance. It measures the precise amount of air entering the engine so the ECU can calculate the correct amount of fuel needed for an optimal air-fuel balance.

Because air density changes with temperature, pressure, and humidity, the MAF sensor constantly adjusts these readings in real time. This makes it far more accurate than volumetric flow sensors when measuring the true intake air quantity for each cylinder — helping engines run smoothly and efficiently.

BEFORE FITTING: CHANGE THE AIR FILTER

It is highly recommended to change the air filter before replacing the MAF sensors. Dirty, sub standard or worn out air filters can contaminate the element of the sensor and cause it to fail. The air filter should be changed every 15,000 miles to ensure efficiency and durability of the MAF sensors.

DURING FITTING: ENSURE CORRECT MOUNTING DIRECTION

Most MAF sensors have an arrow on the outer case to indicate the correct direction of airflow through the MAF sensors to the engine.



 TECHASSIST

Technical Support is now available to factors and garages by WhatsApp on +44 (0)1675 437429 Monday - Friday 08:00-16:00

To put it simply, the MAF sensor tells the engine how much air is coming in so it can mix the right amount of fuel for smooth, efficient running.

Why does it fail?

MAF sensors can fail for several reasons. The most common is contamination from oil, dirt, or pollen — often caused by re-oiled aftermarket air filters.

Wiring damage or corrosion at the connector can also interrupt the sensor's signal, while age and vibration can lead to internal degradation of the sensing element itself.

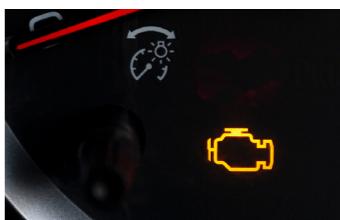
In some cases, moisture ingress or condensation can distort readings, resulting in incorrect air-fuel ratio calculations and poor engine performance.

What Are the Symptoms?

Common symptoms of a failing or faulty MAF sensor include:

- Hesitation or surging during acceleration
- Rough idle or stalling, particularly when cold
- Decreased fuel economy
- Black smoke from the exhaust under load
- Check Engine Light (MIL) illuminated
- Loss of engine power or limp mode activation

Important: A faulty MAF sensor may not always trigger a specific fault code, so live data analysis is often needed to confirm diagnosis.



STOCK ASSIST OUR TOP 5 SELLING MAFS FOR 2026



EE4015 (O.E LR019830)
For Land Rover Defender



EE4281 (O.E 8200682558)
For Nissan and Renault



EE4000 (O.E 93856812)
For Nissan, Renault, Vauxhall



EE4280 (O.E 8200651315)
For Nissan, Renault, Vauxhall



EE4353 (O.E 6450900048)
For Mercedes-Benz

ELTA | PROFILE

VAUXHALL ASTRA (K) 2016-2021

As the UK car parc now averages 10 years old, we're taking a look back at the model that was leading the way a decade ago. The seventh-generation Vauxhall/Opel Astra, crowned European Car of the Year in 2016, marked a major step forward for the brand. With an all-new design and a weight reduction of around 200 kg compared to its predecessor, it delivered improved efficiency across the range. It also introduced a newly developed 1-litre, three cylinder petrol engine, setting a fresh benchmark for compact performance.



VXPRO EE4128
Mass Airflow Sensor



VXPRO EE6287
EGR (Exhaust Gas Recirculation) Valve



VXPRO EE5393
Ignition Coil



VXPRO EE8127
Brake Pedal Travel Sensor



VXPRO EE8164
Boost Pressure Sensor



VXPRO EA1601
Wheel Speed (ABS) Sensor



VXPRO EA9193
Calliper Slide Kit Front
VXPRO EA9319
Calliper Slide Kit Rear



VXPRO EE9060
Camshaft Adjustment Control Valve (CACV)



VXPRO EE2943
Exhaust Pressure Sensor



VXPRO EE0580
Camshaft Position Sensor



VXPRO EV1033
Reverse Light Switch



*This is just a small selection of parts that we offer for this vehicle. See the full **VXPRO** and **Lucas** ranges on **AutoCat** and **TecDoc**.*



For models with Halogen headlamps, this modern hatchback would benefit from a lighting upgrade! But will you go Brighter or Whiter?



Lucas LLB436
H21W 12v 21w Halogen
Rear Fog Light



Lucas EW5512
Dual Washer Pump



Lucas LWTF2628A
AirFLEX Flat Wiper Blades
26" & 28" Twin Pack



Lucas LSP018
Spark Plug



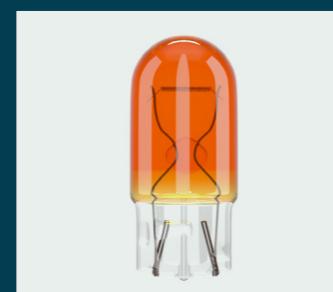
Lucas LLXH7200TR
Dipped Beam Headlight
BRIGHTER H7 Bulb



Lucas LLXH7500TR
Dipped Beam Headlight
WHITER H7 Bulb



Lucas LLB448
Main Beam Headlight
H1 Bulb (Upgrades Available)



Lucas LLB501A
WY5W 12v 5w Capless
Amber Indicator Bulb



ELTA AUTOMOTIVE SECURES THREE YEAR CONTRACT EXTENSION WITH HALFORDS

ELTA Automotive is proud to announce a three-year extension to its supply contract with Halfords, the UK's leading provider of motoring and cycling products and services.

As an official licensee of the iconic Lucas brand, ELTA will continue to supply Halfords' UK and Ireland store network with both premium Lucas automotive bulbs and Halfords' own branded range — delivering over five million bulbs annually.

Since launching in Halfords stores, the Lucas range has been incredibly well received by the motoring public. Its trusted heritage and reputation for quality have resonated strongly with drivers, reigniting consumer demand for a name that has been synonymous with automotive lighting for over a century. The

contract extension also comes at a fitting time, as Lucas proudly celebrates its 150th anniversary — a major milestone for one of the most enduring names in the industry.

The renewed contract underscores the strength of the partnership, first announced in early 2024, and reflects the continued confidence in ELTA's product quality, supply chain reliability, and sustainability credentials.

Tim Brotherton, Marketing Manager at ELTA Automotive, commented:

"This contract extension is a testament to the shared values, performance, and environmental goals that define our work with Halfords. We're proud to continue delivering trusted products into

halfords | Lucas

the hands of drivers and technicians across the UK and Ireland."

for both companies and we were ultimately able to deliver an outstanding customer proposition."

Says Shane Patterson, Buyer - 3Bs for Halfords.

"Halfords look forward to enhancing the range in the short term and ultimately becoming the go-to retailer for all things car bulbs and we firmly believe that ELTA is the perfect partner in delivering an outstanding customer offer."



OUR ALL NEW ELTA EUROPE WEBSITE IS NOW LIVE

We're excited to launch the new ELTA website, your hub for quality aftermarket parts, data, news, views and support.

Explore our brands, access catalogues and vehicle data, and discover our TechASSIST, StockASSIST and BrandASSIST services to help you work smarter and sell more.

Take a look and let us know what you think:
eltaeurope.com



ELTA WIN A1 COMPONENT SUPPLIER OF THE YEAR AWARD FOR 2025

We're proud to announce that ELTA Automotive has been named Component Supplier of the Year 2025 at the A1 Automotive Group Convention.

From the sunshine and beaches of Tenerife to the main stage, our team was honoured to accept this award on behalf of everyone across ELTA who works tirelessly to support our customers. It's a moment that reflects not just one year of effort, but the long-standing commitment we've made to providing reliable products, strong availability, and the service levels A1 members can depend on.

The award is particularly meaningful as it is voted for by A1 members themselves. Their recognition speaks directly to the hard work, collaboration, and trust built between our teams and the A1 network. We are grateful for their continued partnership and support.

A1 Automotive Group commented:

"These awards recognise the outstanding hard work, collaboration, and commitment to growth that drives our industry forward. We're proud to work with such dedicated partners who help us achieve success together."



This sentiment echoes our own mission: to help every customer become the champion of the aftermarket they deserve to be. Achievements like this fuel our drive to keep raising the bar — through product quality, data accuracy, technical support, and service that empowers factors and garages alike.

To everyone at A1, and to all our partners: thank you. We're excited to build on this success together throughout 2025 and beyond.



INTRODUCING AUTOPAL LAMPS DISTRIBUTION

The Autopal headlamps shown are classic-style halogen lamps. The main lamp is a large 178mm (7") unit with a clear glass lens and a black bezel. A smaller 146mm (5¾") headlight is also visible. The Autopal logo is in the top left corner.

ELTA is proud to announce our new role as the UK distributor for Autopal headlamps – with exclusive distribution rights in Ireland and across Europe (excluding Poland).

We're offering a focused range of high-quality, classic-style halogen lamps ideal for restoration, replacement, and specialist applications.

With flat or domed glass styling, robust construction, and a variety of beam patterns and bulb types, these headlamps are designed to meet both functional and aesthetic needs.

The range includes both 146mm (5¾") and 178mm (7") sizes, with options for right-hand and left-hand drive applications. All manufactured to meet ECE standards, ensuring quality and compliance.



PRIDE CLASSIC CAR PARTS RANGE CONTINUES HUGE GROWTH

Have you visited prideclassic.co.uk recently? Our range of respectfully recreated classic car parts has expanded at a rate of knots. We have multiple new product groups and existing range extensions, covering much loved British Classics like Jaguar, Land Rover, Triumph, Mini, Morris, Austin Healey and more.



TWO NEW VISIONPRO INSPECTION LAMPS NOW AVAILABLE!

NEW! VISIONPRO1000L

A firm favourite with garages but now with a massive 1000 Lumen output.

NEW! VISIONPRO600F

An all new folding design that provides light in hard to reach places thanks to its narrow 600 lumen light.