

## Trax wins £1m Jaguar Land Rover balance weight contract

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UK manufacturer of balance weights, Trax JH Ltd has won a £1m per year contract to supply adhesive and clip-on products to Jaguar Land Rover. Managing director John Hallé says that the business was won on design and quality competence and is delighted that the work put in over the last few years by Trax staff has finally come to fruition.

Trax says it worked with JLR engineering to develop weights that will meet the tough conditions and wide variety of large wheels typically found on JLR vehicles. The company says its product design and quality consistency have been key to its success over the last 20 years, and that the brand is now firmly established as a quality product in UK and overseas markets. Over 70 per cent of Trax sales are exported, mostly to continental Europe.

JLR's business has experienced recent growth of up to 20 per cent, and Trax said it was pleased to be the chosen supplier for the prestigious UK business, referencing particularly the success of the Range Rover Evoque, built at Halewood, Liverpool. Based in Newtown, mid-Wales, Trax says it is looking forward to building on this success in the UK and European aftermarkets.

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