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French battery charging giant GYS gets set for launch into the UK market

FRENCH battery charger and welding company GYS is gearing up to take on the UK market.

The firm produces a vast range of battery chargers, support units and boosters at virtually every range of output for DIY enthusiasts through to busy workshops.

"We're the number one brand in France but completely unknown in the UK," admitted boss Bruno Bouygues.

"Everyone will be able to find a level of product that perfectly matches his needs."

The company will be headed in the UK by former ECP and Unipart man Neil Pulsford.

Speaking to Aftermarket at the Equip Auto show in France, Bruno said the size of the GYS manufacturing operation meant it could offer garages substantial savings on products.

Aftermarket understands many GYS products will be cheaper than those of rival companies.

GYS is currently looking for UK distributors and salesmen as it finalises details of its operation before bringing product into the market.

