

## **An exciting year for Elwis Royal**

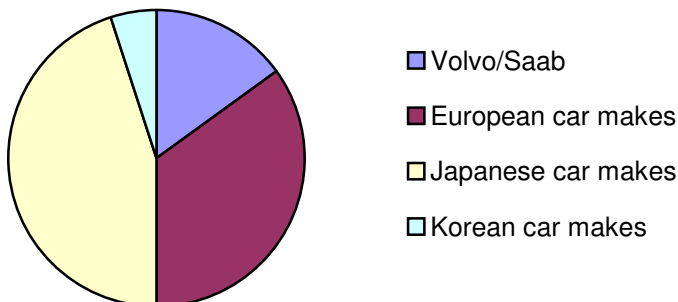
2004 was an exciting year for Elwis Royal. On all major markets we experienced a growing interest for our focused aftermarket concept with the key words: (a) Best Value for Money, (b) Flexibility through the “Blank Sheet Principle” and (c) Commitment to Ongoing Product Development.

These are important principles that help our business partners capture a still larger slice of the aftermarket demand. For our part we will thus do our outmost to preserve – and to strengthen – these principles, as we want our partners to benefit from Elwis Royal being the focused aftermarket company in the industry.

## **Product development plans for 2005**

Elwis Royal is committed to ongoing product development. During 2004 we introduced more than 80 new head sets divided into our main product lines as follows:

**2004 head set developments**



This development program will continue in 2005.

At present, we have more than 75 new head sets on the agenda for 2005 and in the very near future we will introduce new products for Subaru, Daihatsu, Mitsubishi and Nissan. So do pay attention to the coming newsletter, which will feature these new developments.

## **Implementation of new cardboard design**

During 2004 we started to change our logo and our marketing profile. These introductions are part of a number of new marketing initiatives Elwis Royal is taking to further strengthen our profile in the market and to support our partners in the marketing of Elwis Royal.

We are currently in the process of finalising the design of our new cardboard/packaging. Being our partner you will of course be updated about this development and the upcoming introduction of our new cardboard.