

## **MEDIA ADVISORY**

### **Optronics Expands North American Operations with Large, Strategically Located Distribution Facility in Goshen**

*New 90,000 square-foot, state-of-the-art facility is one of four in North America and allows Optronics to better serve growing RV industry and eastern vehicle markets with greater speed and efficiency.*

TULSA, Okla., U.S.A. (Nov. 11, 2014) — [Optronics International](#), America's largest offshore vehicle lighting manufacturer, announced its expansion and relocation to a large new facility in Goshen, Ind. The geographic move from nearby Elkhart, Ind., puts Optronics in close physical proximity to many of the RV and trailer manufacturers it serves, while substantially boosting its capabilities and distribution capacity in North America's eastern region.

"The new Goshen facility significantly expands our distribution reach, speed and efficiency," Brett Johnson, president and CEO of Optronics International, said. "Our already short lead times will become even shorter, reducing customers' exposure to out-of-stock situations and enhancing service to the eastern U.S."

In fact, with its headquarters in Tulsa, Okla., a manufacturing facility in Muskogee, Okla., and satellite distribution facilities in Elkhart, Ind., and Toronto, Canada, Optronics has a larger distribution footprint than any other U.S. vehicle lighting manufacturer. Optronics' diverse locations help it serve an equally diverse customer base, including heavy-duty vehicles of all types; light-, medium- and heavy-duty trailers; recreational vehicles; transit vehicles and a variety of agricultural and marine vehicles.

"We have North America covered and then some," Johnson said. "With Goshen coming online, we are particularly well positioned to continue to handle the double-digit growth we've been enjoying, and our capacity to take customer spikes in manufacturing and retail sales in stride has never been better."

Optronics continues to gain market share, particularly in HD, work truck and RV markets, and attributes much of its ongoing success to the company's customer-centered, can-do culture of listening and rapidly responding to needs with high-quality products that are realistically priced.

Optronics products are available nationwide through its extensive [distribution network](#) of more than 12,000 convenient distribution locations. Users can access individual Optronics distributor websites by simply clicking on their logo icons.

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#### **About Optronics**

As America's largest offshore vehicle lighting manufacturer, Optronics is a trustworthy, high-quality, widely available alternative to domestic lighting manufacturers and import houses. Founded in 1972, Optronics International is a premier worldwide manufacturer and supplier of branded industrial and commercial vehicular safety lighting products. The company specializes in interior and exterior LED, incandescent and fluorescent lighting for the marine, RV, trailer, HD and transit vehicle markets. The Optronics product catalog is among the most extensive in the industry. Optronics is headquartered in Tulsa, Okla., with manufacturing facilities in Annan District, Tainan, Taiwan, and Muskogee, Okla., U.S.A. The company has distribution facilities in Goshen, Ind. and Ontario, Canada.