



## LE Moves into Europe

**May 1<sup>st</sup> 2008, Herts, UK** – Light Engineering (LE), an innovator in the motor and power generation marketplace, announced today that Rob McIntyre has accepted a new position within LE as their European Sales Manager. With the recent influx in European interest in Light Engineering, it was evident that a local representative was needed. LE is excited to broaden their horizons on another continent.

Rob McIntyre joins LE with an extensive background in Sales Management. He is a dynamic senior manager, with a tremendous track record of success in fast moving and highly demanding international business environments. Previously, Rob has worked as a Program Manager for the Wiring Division of Pi Research. Pi is a world leader in data acquisition products in the motor sports industry. He was completely responsible for the development of the division, including sales (internal & external), as well as manufacture and supply chain for the design and installation of custom military specification wire harnessing looms. Rob has also worked as a Business Development Manager for Deutsch, a military–specification component manufacturer, supplying specialized electrical connectors to the military/aviation market.

"We are very fortunate to have Rob joining us at LE," said Steve Stover, VP of Light Engineering. "With over 18 years of experience in Sales Management, he is a proven professional. We expect him to be instrumental in the growth of LE in the European market."

"As consumers, we all look for products that fill our need of value for money. Whether personal or business, we look for higher quality and better service at the lowest cost. These principles are the same for electronics; the market is demanding smaller, more powerful, more economical and more carbon friendly products," said Rob. "Light Engineering understands these needs, and has invested heavily in the latest technologies to be leaders in their field of electric generators and motors with their patented designs. With the right product and market demands, the opportunity for LE in Europe is right now and it's a great pleasure to take on the challenge of heading up the European Sales division. It's always exciting to be involved with a project at start-up, even more so with the credentials of this product & company behind me."

### **About LE**

*LE has developed and markets the industry's leading rotating machine technology for permanent magnet motors and generators. Our technology enables the LE GenSmart™ generators and SmartTorq™ motors that LE commercially sells today, and also is the building block for various new applications to come. The application of LE technology allows for greatly reduced machine sizes and active material contents, and thus has proven to be the cost leader in permanent magnet applications of 2 – 200 kW. LE is headquartered in Indianapolis, Indiana, USA, and has manufacturing operations in the Guangdong Province of China.*

Please visit [www.lt-eng.com](http://www.lt-eng.com) for more information, or contact:

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