

# Automotive Press Release Sample

## Apex Customs Unveils Axiom Automotive Lighting

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### Apex Customs

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PHOENIX, May 31 /PRNewswire/ — Apex Customs, a full-service automotive shop dedicated to providing clients with a complete range of automotive customization services, this week announced the launch of Axiom Lighting, a new line of premium automotive LED lighting products. Axiom offers premium LED lighting developed to help automotive enthusiasts improve the color, visibility, and efficiency of their custom lighting projects.

“As a customization shop, we’ve worked with a broad range of automotive lighting products from just about every aftermarket supplier on the market,” said Elliot Hutchens, Co-Founder of Apex Customs. “Working with aftermarket lighting every day, we were frustrated by the lack of reliable LED headlight options for our projects that delivered the results our customers demanded. We decided to build them ourselves so our clients could enjoy the benefits of LED lighting without draining their bank account or returning to our shop with burned out headlights a month later.”

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While Incandescent bulbs have dominated the automotive industry since the days of Henry Ford, LED technology is revolutionizing the automotive aftermarket. The first use of LED lighting in an automotive application appeared on the 1983 Chevrolet Corvette, but it took another 25 years for the technology to catch on and garner the attention of the public and automotive manufacturers. Today LED has become a popular aftermarket customization, however there is still a lot of confusion by consumers on which brands and products are safe for their vehicles while living up to the claims by manufacturers.

Axiom was developed for the enthusiast to be able to purchase with confidence. Apex sought to resolve the issues their technicians encountered during installation and address the common complaints their customers expressed after their projects were completed. The Infinity line of headlights by Axiom offer superior light output with lower operating temperatures and energy consumption by utilizing the latest LUXEON Z ES chip technology for unmatched optical flexibility and precise beam angle control. They are waterproof, shatterproof and backed by a one year no hassle warranty.

“Our goal is to provide a product that people can trust so they can get the benefits of LED lighting without worrying about damaging their cars or wasting their money,” said Hutchens.

More information is available at [related link].

### **About Apex Customs**

The team at Apex Customs delivers Phoenix’s most eye-catching automotive customizations through an array of forward-thinking products and services backed by master craftsmanship.

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