

Mission Critical Electronics Acquires Purkeys

November 1, 2019

Mission Critical Electronics (“MCE”) is announcing its acquisition of Purkeys Fleet Electric. Purkeys is a North American leader in the development, manufacturing, and distribution of electric power solutions to truck fleets, liftgate manufacturers, trailer manufacturers, truck dealers, and truck Original Equipment Manufacturers (OEMs). Purkeys’ primary product range includes liftgate charging systems, inverters, harnesses, solar power solutions, and various ancillary products. Financial details of the transaction are not disclosed.

Kevin Moschetti, Chief Executive Officer of MCE, said, “We are delighted to have Purkeys join MCE. Purkeys’ products are high quality, technologically advanced, and valued by its customers. Purkeys has a strong reputation for being a reliable, trusted partner of truck fleet operators, solving electrical system problems, and realizing new power application opportunities. Purkeys’ portfolio of power products, end markets, and distribution partners are highly complementary to MCE and will bring a nice mix of aftermarket sales to our Vehicle Power business. The synergies that exist between our companies will provide more value for end-users, OEMs, and distribution partners. I am also encouraged by the new growth platforms available as we help Purkeys’ customers realize opportunities offered by the vehicle electrification trend. Most importantly, I am excited about the talent level of Purkeys’ people and their unique dedication to customer satisfaction.”

MCE designs, manufactures, and distributes electronic power products that fit a variety of mission critical applications across all non-automotive vehicle types (including RVs, heavy-duty trucks, work trucks, emergency vehicles, and busses), marine, wireless networks, industrial power, mobile communications, and mobile computing.

Dale Tompkins, President of MCE’s Vehicle Power business noted, “The Purkeys brand is a great fit with our Xantrex and Kussmaul brands in the vehicle space. Purkeys’ relationship with truck fleets, coupled with the broader product portfolio available through Kussmaul and Xantrex, will allow us to bring more solutions and more value to Purkeys’ customer base. Our combined sales and technical support teams will enable us to reach the market more effectively and improve our already great customer service.”

“We at Purkeys are thrilled with the opportunity afforded us by joining forces with MCE,” said Purkeys CEO, Justin Purkey “Our focus has always been on providing our customers and industry partners with the best service possible to help them keep their trucks on the road. MCE has the scale and resources to help us grow faster so that we can put even more effort into helping our customers. Our industry partners, our customers, and our employees will all benefit from this partnership.”

About Mission Critical Electronics

Headquartered in Huntington Beach, CA, MCE provides specialized products for critical systems in a wide variety of applications operating under the leading brands Xantrex, Kussmaul Electronics, Newmar Power, ASEA Power Systems, Power Products, and American Battery Charging. These brands are built on team strength and the ability to connect with customers. MCE takes great pride in translating its customers' needs into the highest quality products and solutions available in the markets it serves. MCE delivers its products and solutions with an unmatched level of responsiveness.

www.mission-critical-electronics.com

About Purkeys

Purkeys provides product solutions to charge and protect batteries—and other cool stuff—on big trucks. Launched in 1990 selling starters, alternators, and batteries to local fleets in Northwest Arkansas, Bruce Purkey and his team grew Purkeys into the premier electrical experts in the trucking industry. Keeping heavy-duty vehicles safely on the road with happy drivers, technicians, and fleet managers is Purkeys' goal.

www.purkeys.net

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