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ALEX ORIGINAL HISTORY AND MILESTONES

We would like to tell you our history and invite you to become part of our story. Since its foundation, our company adopted an unconventional and innovative concept of designing and manufacturing all products in-house. Always looking one step ahead into the future, Alex Original pioneered many products which later became standard equipment in the automotive industry.

THE SIXTIES (60's) :

For years bus drivers had to open the bus door manually, which was tiring and inconvenient. Alex Original developed and manufactured a "Pneumatic System" to operate the door by simply pushing a button. During extensive downhill drive, the brakes' speed-bands of heavy vehicles would heat up and gradually lose braking power. It was obvious that additional brakes were necessary. Alex Original developed and manufactured the "Exhaust Brake System", which increased the braking power of the engine, relieved and protected the brakes. Many drivers of heavy vehicles suffered from back pain, caused by vibration. Alex Original developed and manufactured the "Shock Absorbing Driver Seat", which was the answer to the back pain and a real relief for the driver.

THE SEVENTIES (70's) :

In the early seventies automotive air conditioning was a common feature on large American cars. In Europe only very luxurious cars were offered with climate control as an option. Alex Original decided to take active part in developing aftermarket Air Conditioning Systems, tailor made for specific car models. At that time car engines were low powered, with little power to spare for an air conditioner. Car owners hesitated to install air conditioning systems, fearing to overload the engine. Alex Original solved this problem by developing the "Engine Load Control Device". This device was connected to engine's inlet manifold, measuring constantly vacuum in the manifold, and automatically disconnecting the air conditioning compressor, whenever the engine was under heavy load. Finally the public discovered and was convinced by the benefits of an air conditioning system in their cars. Alex Original became leading manufacturer for the aftermarket. This achievement was honored in 1998 with the prestigious "Industry Pioneer Award" by the "International Mobile Air Conditioning Association" in the United States.

THE NINETIES (90's) :

In 1994 the use of R-12 was prohibited by law and replaced by R-134a as a new ozone friendly refrigerant. This made it necessary to use a more efficient parallel flow condenser. Only very few companies worldwide, mainly supplying to O.E.M. customers were capable of manufacturing this technology at the time. Alex Original accepted the challenge, designed and built manufacturing equipment, and became the only aftermarket manufacturer to produce "Parallel Flow Condensers" for its own air conditioning systems, but also for the replacement of factory installed condensers. With the growing demand for air conditioners for commercial vehicles, Alex Original expanded the production and developed a full range of air conditioning systems for Commercial Vehicles and for Mini-Midibuses.

THE TWENTY-FIRST CENTURY :