



## Press Release

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### **Andretti endorsement boosts Fuel Parts Magnaflow launch**

Fuel Parts UK has received a timely boost in the launch of the Magnaflow Performance brand with the backing of motor racing legend Mario Andretti.

Andretti, who took the chequered flag 111 times throughout his illustrious career, has added his weight behind the brand, as it begins its campaign in the UK automotive industry.

In the US, Andretti is a key feature of Magnaflow's marketing campaign, which includes sponsorship of 50 major car/truck shows, 140 TV commercials to an audience of 28million and, advertisements in 250 magazines reaching more than 40million consumers.

Speaking at a recent meeting with Fuel Parts Managing Director Paul Tomlinson, Andretti said: "Magnaflow recognises the importance of supplier relationships at home and abroad and, the UK is no exception. Fuel Parts UK is the perfect vehicle to launch the Magnaflow brand into this sector. With their extensive product range, state of the art point-of-sale and marketing, Magnaflow through Fuel Parts will attract consumers and provide a strong return for those offering the brand's products."

Tomlinson added: "Mario Andretti is a name familiar to millions throughout the world and he is widely recognised and respected in the UK. His endorsement of the Magnaflow brand will further install confidence in stockists, who will be able to use his name, image and reputation to attract consumers to the brand's quality."

Magnaflow comprises a multitude of exhaust products, each with a lifetime warranty and are designed to provide the highest performance possible, featuring significantly enhanced horsepower and torque, while at the same time increasing a vehicle's MPG.

The Magnaflow brand is supported by extensive point-of-sale (POS) material that is both eye-catching and attention grabbing, in addition to expert technical assistance from the Fuel Parts UK team.