



Press Release

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Free catalytic converters at Fuel Parts UK

Company is giving new aftermarket customers a free introduction to the cat market

Fuel Parts UK, a leading manufacturer and supplier of fuel and emissions components, has announced that it is giving away free catalytic converters to aftermarket customers.

The Bromsgrove-based company is keen to further enhance its catalytic converter business so has introduced the 'free cat voucher scheme'. The vouchers have been given to the Fuel Parts UK field sales team and they are being issued to new or existing Engine Management customers that are interested in getting involved the cat market.

Fuel Parts UK managing director, Paul Tomlinson, said: "The vouchers are an excellent way for customers to experience the quality of the service that we offer at FPUK – without paying a penny.

Once a business has received a voucher, all they have to do is identify the application they require from either the online catalogue on the Fuel Parts UK website (www.fpuk.co.uk) or by speaking to a member of the telephone sales team. Once an application has been chosen, the voucher can then be used to make a purchase, without having to go through an account opening procedure or using a credit card.

"We are proud to have one of the biggest catalytic converter ranges in the aftermarket and when potential customers see the efficiency with which we dispatch their order and the correct application is delivered, I'm sure they'll be delighted with the service they've received. Of course, this feeling of satisfaction will also be enhanced when they see that their customer has been able to fit the right part first time and that such a high quality product is available at aftermarket prices," Tomlinson added.

Fuel Parts UK has already distributed a number of vouchers within the trade and Tomlinson and his team have been delighted by the response they have received.

"People love things that are really free," Tomlinson concluded. "We hope this will be an effective way of introducing new customers to the benefits of dealing with Fuel Parts UK in the catalytic converter market and helping their business as well as ours."