

Press Release

28 April 2009

UFI Filters are proud to announce a distribution agreement with Fuel Parts UK for the Sofima brand.

Range of O.E. Quality filters are now available from Fuel Parts UK.

UFI Filters, currently represented in 50 countries around the world has announced a distribution agreement with Fuel Parts UK Limited for its Sofima Filter brand.

A complete aftermarket range of Filters will be launched by Fuel Parts and UFI on 1st June 2009. The range covers 4500+ part numbers and over 40 vehicle manufacturers. Products are ISO 9001-2000 certified and manufactured to the very highest specifications. UFI is recognised as a leader and innovator for it's unique patented filter range, has recently won the LE Mans 24 hour, using the latest filter media, and, will be supplying every F1 race team for the 2009 season.

As part of the launch campaign in the UK, Fuel Parts is initially targeting the aftermarket trade of motor factors with a sustained rollout of product, before generating a pull-through of demand from consumers.

Fuel Parts UK Managing Director, Andy West, explains the philosophy behind the launch: "As a specialist in the automotive aftermarket sector, and our latest success with our expanding engine management range and premium range of catalytic converters, we identified the need to offer our customers even more quality products, and with that, provide installed confidence throughout the supply chain, ensuring high profit margins for our distributors. The Sofima brand proves a clear quality choice and we will be offering a full range including oil, air, cabin and Fuel Filters at highly competitive prices."

The Sofima 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. Interested parties are urged to contact Fuel Parts UK directly for further information, alternatively, logon to www.fpuk.co.uk/sofima to request an information pack.

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