

## **Press Release**

**FOR IMMEDIATE RELEASE**

20 July 2009

### **Breath of Clean Air for Filter Distribution**

*New Range of Sofima Filters from Fuel Parts UK*

Fuel Parts UK started distributing UFI's Sofima branded filters in June this year and has experienced consistent demand since the launch. As part of the launch campaign Fuel Parts UK targeted the aftermarket trade of motor factors with a sustained roll-out of product, now with a number of UK stockists on-board Fuel Parts are looking to expand their UK-wide distribution.

Fuel Parts UK's Sofima Filters are O.E. quality, ISO 9001-2000 certified and are manufactured to the very highest specifications. UFI is recognised as a leader and innovator for its 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. The range of oil, air, cabin and Fuel Filters contains more than 4500+ part numbers covering over 40 vehicle manufacturers.

Commercial Office Manager Raj Guhman commented "The response for the Sofima range has been good, it's a quality product and we have had a large number of satisfied customers who are impressed with product range and availability. For customers who are unable to source a Filter from their existing supplier, there's a 98% chance FPUK have a Sofima product, in stock, available for next day delivery."

There are some exciting opportunities for prospective Sofima stockists and interested parties are urged to contact their local Fuel Parts representative. Alternatively, logon to [www.fpuk.co.uk/sofima](http://www.fpuk.co.uk/sofima) to request an information pack. 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.

**For further information please contact Emma Lees-Smith at Fuel Parts**

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