

Press Release

FOR IMMEDIATE RELEASE

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UFI group's SOFIMA Filters for Audi's A1

SOFIMA Filters Aftermarket choice for Quality

It has been announced that Audi has elected UFI's groups filters for the new A1. UFI is recognised as a leader and innovator for its unique patented filter range and are manufacturer of the SOFIMA brand.

SOFIMA produces a complete air and fuel filter for the 1.2 TFSI (86 HP) and for the 1.4 TFSI (122hp) engines and the complete air and diesel fuel module for the 1.6TDI CR (90hp and 105hp) for the new A1.

SOFIMA filters have a long replacement interval due to high filtering efficiency from a pre-filter on the cartridge. The diesel filter has an average life of 60,000km, before having to be replaced. The entire SOFIMA range covering over 4500 part numbers is available from aftermarket distributors Fuel Parts UK Limited who are looking to further expand their distribution network and provide customers with top customer service.

Managing Director Fuel Parts UK, Andy West said "SOFIMA continue to be the top quality choice when it comes to original filters and its easy to see why Audi has chosen the UFI group in order to guarantee a service of reliability within the filtration system."

There are still many 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 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.

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