

Press Release

15 March 2010

AP branded clutches are back by popular demand

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

Raicam Clutch Limited, a British OE manufacturer of clutches, who market the AP Brand, has announced a distribution agreement with Fuel Parts UK Limited for its range of Clutch Kits and Slave Cylinders.

AP, originally formed in 1929 and has been operating from its manufacturing plant in Leamington Spa for over 80 years. The company are the leaders in innovation and were the first to patent the DST design of clutch back in the 1980's. Raicam Group, a leading brake manufacturer acquired the AP manufacturing facility and brand in March 2009 and produce over 650,000 clutches per year from their British plant. The brand continues to fill a market need for a credible OE alternative and current OE contracts are in place for Aston Martin, Ford, Fiat, Honda, Iveco, VW and more!

A complete aftermarket range of Clutches will be launched by Fuel Parts and AP on 1st May 2010. The range covers 1400+ part numbers, 10,000 application listings and over 50 vehicle manufacturers. Products are manufactured to the OE specification , have BER approval for the full range and a two year warranty.

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 the Sofima filter distribution business, 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. AP Clutches prove a clear quality choice."

The Clutch catalogue is available online and is supported by expert technical assistance from the Fuel Parts UK team. Interested parties are urged to contact Fuel Parts UK directly for further information, alternatively, email apinfo@fpuk.co.uk .

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

Tel: 01527 839327

or

e-mail: emmals@fpuk.co.uk