



Press Release

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Fuel Parts launches Magnaflow brand into UK aftermarket

Range of lifetime warranty products set to invigorate exhaust sector

Fuel Parts UK, a leading aftermarket supplier of fuel systems and emission parts, is launching the Magnaflow brand of performance exhaust products into the UK automotive industry.

The company is planning a massive marketing campaign for the new brand, which will see it target the performance enthusiast and also gain television exposure.

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

Featuring more than 12 different product groups from catalytic converters to tail pipes to stainless steel tips, the Magnaflow brand originates from America and is widely endorsed by motor racing legend Mario Andretti.

In the US, Magnaflow is promoted annually at more than 50 major car/truck events and is currently in the midst of a consumer campaign with Andretti involved in 140 advertisements, targeting an audience of 28 million viewers.

Magnaflow products are ISO 9001 certified and manufactured to provide the highest performance possible, featuring a "Wide Open" straight through design with no louver, chambers or restrictions, resulting in significantly enhanced horsepower and torque, while at the same time increasing a vehicle's MPG.

Fuel Parts UK Managing Director, Paul Tomlinson, explains the philosophy behind the launch: "As a specialist in the exhaust sector, we identified the need for a high performance range of exhaust products that delivered on its promises, installed confidence throughout the supply chain and, ensured high profit margins for distributors and installers. The Magnaflow brand proved the clear choice and, having seen its rapid growth and penetration of the US aftermarket, we are eager to translate this into the UK."

The Magnaflow 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.