



Press Release

December 2005

Magnaflow UK launches new website

Magnaflow UK, the UK's newest brand of performance exhausts products, has unveiled a new interactive website that will make buying products from its market-leading range even easier.

Magnaflow products are ISO9001 certified and manufactured to give the highest level of performance possible, featuring a 'Wide Open' straight through design with no louver, chambers or restrictions. This results in significantly increased horsepower and torque, while improving MPG figures on a vehicle at the same time.

By logging on to www.magnaflowuk.com, customers will be able to browse through the 12 different product groups that make up the Magnaflow brand, introduced into the UK market in October of this year. This fashionable-yet-practical range consists of exhausts, catalytic converters and other popular hardware.

The website also features a number of interactive tools that have been designed to make selecting and buying a product an informative and enjoyable experience. Customers can enjoy full colour pictures of all products before listening to the distinctive sounds that all of the exhausts make when fitted to different cars.

Once a customer has selected the product that they desire, they can then find their nearest dealer by clicking on the 'dealer finder' button in order to complete the purchase. And then if the product needs to be fitted, it's just as easy to find an authorised Magnaflow installer that is both local and geared to meeting the high standards associated with this brand that originates in the USA and is widely endorsed by motor racing legend Mario Andretti.

The Magnaflow UK brand is managed by Fuel Parts UK, a leading aftermarket supplier of fuel systems and emissions parts. Managing director, Paul Tomlinson, said: "Some customers find it hard to identify and locate the product they're specifically looking for – particularly if they drive a car with American roots – but this new website takes the pain out of the whole process. It's quick and easy to use and should take the growth of the brand and its penetration in to the UK market even further."