

Press Release

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MAGNAFLOW UK EXPANDS ITS PERFORMANCE DIVISION

Magnaflow UK, the performance division of Fuel Parts UK, has strengthened its position in the automotive aftermarket after acquiring Nemesis Performance – a specialist in the supply and installation of performance parts for Japanese cars.

Nemesis has an enviable reputation in the performance sector and was recently based in Colchester. However, the business was put into administration at the end of 2005 and that's when Fuel Parts managing director Paul Tomlinson decided to swoop.



www.nemesisperformance.net

The new business – to be known as Nemesis UK – will trade alongside Magnaflow UK and has already been integrated into the Fuel Parts premises in Bromsgrove. The company's supply and installation services are expected to be fully operational from June 1.

Adding Nemesis UK to the performance wing of Fuel Parts gives the company an entirely new strand to its business. Whereas Magnaflow UK has already enjoyed considerable success with its distribution of Magnaflow, K&N Filters, Recaro, KW Suspension, and LSD Doors brands, the acquisition of Nemesis gives the Fuel Parts the UK distribution on a whole raft of other premium quality products from Veilside, C-West, 5Zigen and Nitrous Express.

"I'm really pleased that we've been able to add a company like Nemesis to our structure because I think we can almost be considered a one-stop shop for all the requirements of the performance enthusiast," said Tomlinson. "We now carry everything from hardware to body styling parts and with the performance sector booming, that's certainly not a bad thing.

"I'm genuinely excited about what the future holds for this side of the business because we have built our reputation by being good at parts distribution. The growth of the performance arm will hopefully be based on a continuation of that theme."

Customers can buy Nemesis UK products online at the company's dedicated website (www.nemesisperformance.net) or by telephoning a member of the sales team on 01527 870222.