



Press Release

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Fuel Parts Scoops Top Editorial Award

Trade magazine readers nominate crankshaft sensor as product of the year

Readers of **Professional Motor Mechanic** magazine (PMM), one of the aftermarket's top trade titles, have nominated **Fuel Parts UK** as the winner of the publication's 'product of the year' award.

Fuel Parts UK was chosen to contribute to a 'technical tips' feature that was published in the May edition of the magazine. The feature detailed why crankshaft/camshaft sensors fail and Fuel Parts gave some expert advice on what technicians can do to test and replace such components.

At the end of the feature, readers were given the opportunity to request extra information about the crankshaft/camshaft products that Fuel Parts offers, as well as further technical information on the subject. The reader response to this part of the feature was overwhelming, prompting PMM to present its 'product of the year' accolade to Fuel Parts.

PMM editor, **Richard Bowler**, said: "The article received 69 enquiries which is a very impressive number for something that isn't a competition. The beauty of this award is that it's the readers of the magazine that decide who is the winner so I think Fuel Parts deserve to be congratulated on this success."

PMM plans to visit Fuel Parts on November 7 to present its award to the company. Fuel Parts and its crankshaft/camshaft products will also be extensively featured in the December issue of the magazine that showcases all of the aftermarket's 'top products' during the last 12 months.

Fuel Parts managing director, **Paul Tomlinson**, is delighted that the company has been officially recognised by the industry.

"It's always great to receive an award but to be presented with something that has been judged by the people at the heart of our industry and have a say in which company's products they use, is particularly satisfying," he said. "It shows that we are providing a service that the industry wants and that we are a trusted voice when it comes to giving technical advice."