

Press Release

April 2006

Deakin to head up Magnaflow brand

Magnaflow UK, supplier of the premium brand of performance exhausts and catalytic converters, has announced that Lloyd Deakin has been appointed as its new Product Manager.

Deakin has worked in the motor trade since 1985 but has specialised in the performance sector since 1998. He has been an integral member of the technical support team at sister company, Fuel Parts, for the last two years.

His comprehensive knowledge of the Magnaflow range has proved invaluable since the brand – personally endorsed by American motor racing legend Mario Andretti – was first introduced to the UK market with immediate success at the end of 2005.

Magnaflow UK Managing Director, Paul Tomlinson, said, “I’m delighted to have Lloyd on board because he knows everything there is to know about the Magnaflow offering. He will be responsible for the development of new applications, liaising with distributors and stockists to keep them fully up to speed with what’s going on, and also to act as the brand’s dedicated technical support expert. I know he’ll be invaluable to the brand’s continued success.”

Deakin is relishing the chance to head up the Magnaflow UK brand and believes the development potential is enormous.

He said: “I’ve studied the performance sector in close detail and the offering from Magnaflow UK is just what the market is looking for. The enthusiasm for the brand has already been astounding and I’m fully focused on making it the number one choice in what is a very competitive marketplace.”

