

May 2006

Press Release

MAGNAFLOW UK WELCOMES MOTORING JOURNALISTS

Company plays host to representatives from American car magazines

The latest wave of editorial promotion for Magnaflow UK was completed last week when the company welcomed two different American car publications to Bromsgrove to write features about the brand.

Having been targeted by the Magnaflow UK/Fuel Parts PR representatives, Chicane, Richard Nicholls (editor of American Car World) and Ben Klemenzson (editor of Classic American Magazine) both visited the Magnaflow Performance Centre to learn more about the brand and to have an exhaust system fitted to their respective cars.

Performance Centre technicians Guy Tomlinson and Adam Hazelwood deserve special praise for the quality of their work when fitting a system to Nicholls' 2005 Ford Mustang and a similar application to the 1970 Oldsmobile 442 of Klemenzson.

Both magazines are planning to feature the installation of the Magnaflow systems in the next couple of months and this latest wave of exposure is viewed as a fantastic follow-on from the 'Magnaflow UK launches in the UK' articles that were published in both magazines recently.

Managing director, Paul Tomlinson, said: "It's always very pleasing to have members of the press interested in what we're striving to achieve and I think it's great testament to the hard work that we have put in to firmly establishing the Magnaflow brand in the UK.

"The guys from both of the American magazines said they had an enjoyable time with us and were very impressed by the quality of the systems that we fitted and, of course, the sound that they made!

"I'm very confident that the exposure we will get in both magazines will bring us a healthy number of enquiries and hopefully sales."

As with Fuel Parts, work to give the Magnaflow UK brand exposure in both the trade and consumer press continues at pace and Chicane hopes to have some more exciting developments to report in the near future.

