

## Press Release

March 2006

### **MAGNAFLOW UK LAUNCHES FREE ONLINE COMPETITION**

***Complete cat-back systems to be given away every month on website***

**Magnaflow UK**, a premium brand of performance exhausts, catalytic converters and other hardware, is offering a complete cat-back system worth around £350 to every monthly winner of its brand-new online competition.

By visiting [www.magnaflowuk.com](http://www.magnaflowuk.com) and clicking on the bold 'want a free cat-back system' icon in the bottom left-hand corner of the home page, visitors are taken to a competition entry form page where they only have to submit details about themselves and their car to enter the free prize draw.

Once the form is submitted to Magnaflow UK, the team at the Midlands-based company will pick one entry at random each month and the lucky winner will receive a complete cat-back system that will be installed free of charge at the newly-opened Magnaflow Performance Centre in Bromsgrove or another approved fitting centre.

This exciting competition is the brainchild of Managing Director Paul Tomlinson. He plans to use the details submitted by each entrant to paint an accurate picture of the product coverage that is needed to satisfy the needs of the UK performance market.

He said: "We think we've pretty much got our coverage sorted since we launched Magnaflow in to the UK last October but building a database like this will enable us to keep track of the changing trends and make sure we adapt our product offering accordingly. That way, we will be able to give the market exactly what it needs."

Consumers will also be able to enter the monthly competition by visiting the Magnaflow UK stand at the forthcoming Ripspeed Donny Show (April 15-16) at Donington Park racing circuit in Leicestershire. The stand will be located in the 'auto-related and general trade' exhibition zone by the main entrance and there will be plenty of entry forms on hand.

Further information on Magnaflow UK's drive to become a market-leading force in the UK performance market can be found at the brand website: [www.magnaflowuk.com](http://www.magnaflowuk.com).