

Press Release

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MAGNAFLOW UK TO ATTEND RIPSPEED DONNY 2006

Performance brand to take stunning exhaust products to Leicestershire show

Magnaflow UK, a premium brand of performance exhausts, catalytic converters and other hardware, has signed up to exhibit at the Ripspeed Donny 2006 show on April 15/16.

Having only been launched into the UK aftermarket late last year, Magnaflow is keen to increase its exposure and sees Ripspeed Donny – billed as ‘the international modified and tuning show’ – as the perfect stage to exhibit its extensive product offering to the UK performance sector.

The Magnaflow UK stand will be positioned in the ‘auto related and general trade’ exhibition zone at the Donington Park show, with the Magnaflow UK promotional girls and the company’s stunning Nissan 350Z show car providing an eye-catching backdrop to its product display.

As well as answering queries from the vast number of visitors that are expected to attend (more than 60,000 attended the corresponding show in 2005), Magnaflow UK will also have a selection of hardware for sale at the event.

Managing Director, Paul Tomlinson, believes Ripspeed Donny will be key to building on the interest that the brand commanded on its UK debut at January’s Autosport International Show – an event where the company won the ‘best Aftermarket stand’ award.

He said: “The number of enquiries we’ve had since the beginning of the year has been impressive and taking Magnaflow out on the road to an event like this will be invaluable in terms of showing how we can meet everyone’s performance needs.

“The whole team is looking forward to Ripspeed Donny because we’re enthusiasts and meeting people that share our passion for performance products is what we thrive on. Hopefully it will be an Easter to remember.”

Further information on the Magnaflow UK product offering can be found at the brand website: www.magnaflowuk.com.