

Press Release

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Racing legend Andretti backs Magnaflow brand launch

Magnaflow, the UK's newest performance exhaust brand, has received a timely boost with the backing of motor racing legend Mario Andretti.

Andretti, who took the chequered flag 111 times throughout his illustrious career, has added his weight behind the brand, as it begins its campaign in the UK automotive industry.

In the US, Andretti is a key feature of Magnaflow's marketing campaign, which includes sponsorship of 50 major car/truck shows, 140 TV commercials to an audience of 28million and, advertisements in 250 magazines reaching more than 40million consumers.

Magnaflow is also the official exhaust supplier of the Mario Andretti Racing School. Each of the school's open wheel Indy-style cars sport a throaty-sounding stainless steel MagnaFlow exhaust, adding horsepower and further enhancing each student's experience at the famed Andretti's school.

Magnaflow comprises a multitude of exhaust products, each with a lifetime warranty and are designed to provide the highest performance possible, featuring significantly enhanced horsepower and torque, while at the same time increasing a vehicle's MPG.

Paul Tomlinson of Fuel Parts, UK importer of the Magnaflow brand, said: "Mario is one of the most recognized names in the world, let alone motor sport. He believes in the Magnaflow brand and its products and its UK launch will only benefit from his endorsement."

To find your nearest Magnaflow stockist, please call Magnaflow UK on Tel: 01527 839350