

Press Release

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Miss Magnaflow UK gives added sparkle to performance exhaust range

Magnaflow UK, a leading brand of performance exhaust products, will give the promotion of its products extra glamour in 2006 after nominating its first Miss Magnaflow UK.

The Magnaflow brand consists of 12 different product groups and was first introduced into the UK market in October last year. In order to aid the promotion of this fashionable-yet-practical range of exhausts, catalytic converters and other popular hardware, Magnaflow UK decided to hold a beauty contest at the end of 2005.

More than 50 glamorous hopefuls attended the contest resulting in a final between Stephanie Brown & Leanne Lundy. Impossible to separate, Magnaflow chose both girls to represent the brand in 2006 and they will attend all Magnaflow UK promotions throughout this year.

Sporting a distinctive Miss Magnaflow UK sash, they will be clearly visible among the hordes of consumers that are expected to crowd around Magnaflow products at the many trade and consumer events the brand will attend.

Unveiling Miss Magnaflow UK is expected to complement a high-profile marketing push to get the brand firmly established within the UK marketplace.

Magnaflow in the UK is exclusive to Fuel Parts UK, a leading aftermarket supplier of fuel systems and emissions parts.

Managing director, Paul Tomlinson, said: "The Magnaflow brand has enjoyed great distinction in the US, so we have decided to do the same over in the UK to give continuity and a strong link between the two markets. Unveiling Miss Magnaflow UK will be integral to our drive for brand success in this country."