

## Press Release

18 January 2006

### **Magnaflow UK scoops top award at Autosport International show**

The bid to make Magnaflow UK a market-leading performance exhaust product in the UK received a significant boost last week when the brand won the 'best aftermarket stand' award at the Autosport International show.

Exhibiting in the aftermarket section of the largest motorsport show in the world was part of a dedicated promotional campaign to achieve significant exposure for the Magnaflow brand – only introduced to the UK market late last year.

And the striking design and layout of the large Magnaflow UK stand proved a big hit with the 26,000 trade and 64,000 public visitors that passed through the NEC-based show in Birmingham between January 12-15.

With the Magnaflow UK Nissan 350Z sports car, a stunning display of stainless steel products and the beautiful Miss Magnaflow UK promotional girls forming the centrepiece of the stand, the brand proved a source of huge interest.

And this impressive response meant the show organisers had an easy choice when it came to awarding the 'best aftermarket stand' award. A spokesman for Haymarket Exhibitions said: "The Magnaflow UK stand stood out clearly in the aftermarket section. It was bright, well organised and busy every time someone from the judging panel walked past. It was real credit."

Magnaflow UK Managing Director Paul Tomlinson was delighted to pick up such a prestigious award at what proved to be a hugely successful event for the Bromsgrove-based operation.

He said: "Our objective was to introduce the trade and the public to the qualities of the brand in the most eye-catching way and it's fair to say we definitely achieved that target.

"The stand was crowded with people every day and it's a credit to the entire Magnaflow UK team that our efforts to make a significant impact have been rewarded with this prize. I'm sure this is just the beginning in what is going to be a year to remember for Magnaflow UK.