

Press Release

Sogefi at Autocare show with the complete filtration product range for IAM market

Guyancourt, 15th April, 2016 – Sogefi announced today their attendance at the Autocare Show, Milton Keynes Arena, with their new look stand on 15th April 2016.

Sogefi representatives were on hand to discuss the latest filtration aftermarket products, as well as explain the enhanced level of support they are providing to their customers.

Products supplied include a comprehensive range of oil, air, fuel and cabin filters to satisfy the servicing needs. All the aftermarket products benefit from Sogefi's strong Original Equipment presence as a major global filtration systems supplier. To complement this, Sogefi is making significant investments in the key areas of range and brand development, system and distribution network support.

These filtration products for light vehicles are sold under the Purflux, FRAM® and CoopersFiaam brand names - all instantly recognizable in many markets as premium quality brands.

Nigel Duffield, Sogefi Sales Director for UK&I commented on the new stand, saying "We are proud to now have a professional stand to showcase Sogefi and its aftermarket brands in the UK, projecting the right image for an OE supplier in the crowded UK market"