



**FOR IMMEDIATE RELEASE**

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## **Posh Pile Comfort! the world's first Microfiber car mat!**

### **Unique car mat with anti-fatigue foam for a relaxing ride**

*Hong Kong June, 2013:* International Market Access adds to its already popular Posh Pile range by launching a unique microfiber car mat. This dramatically new Comfort! mat has a universal 5 piece design proven to fit over 80% of the cars on today's roads.

Posh Pile Comfort! car mats come in black. These mats feature all the most advanced Posh Pile standard features ever:

- Soft super plush long wearing microfiber pile
- Waterproof composite non-skid backing
- Premium long-wearing woven nylon heel pad
- High tech anti-fatigue gel foam core

These ground breaking Comfort! mats are easy to clean because of the inherit dirt/dust shedding attributes of microfiber and feature the same foam gel anti-fatigue foam used in expensive kitchen mats. They feel on your feet like nothing else on the road!

Posh Pile Comfort! mats come in universal sizes and are available at leading retail stores or through [www.poshpile.com](http://www.poshpile.com)

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**About Posh Pile:**

Headquartered in Hong Kong, Posh Pile is the inspiration of a long time car guy who went to car shows globally for ten years while launching the leading brand of car care products from the U.S. These mats are designed in the USA and are available globally.

Posh Pile's car guy founder discovered that the OE mats his cars came with wore out after 1-2 years. He found it difficult to find mats in the market up to the high standards of his luxurious interiors, so he created Posh Pile.

Posh Pile is rapidly becoming synonymous for quality and is well known on the web, Facebook and YouTube.

For more information, visit [www.poshpile.com](http://www.poshpile.com) or call (852) 2967-0202



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