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Posh Pile Launches Ten New Direct Fit Mats

Direct fit mats of superior quality

Hong Kong August 2010: International Market Access introduces ten types of luxury right hand drive (RHD) direct fit carpet mats. These bespoke mats are tailored to fit:

- 2005-2010 Mercedes Benz S-Class Sedan (W221)
- New 2009-2010 Mercedes Benz E-Class Coupe (C207)
- 2009-2010 Mercedes E-Class Sedan (W212)
- 2001- 2006 Mini and Mini Cooper (R50/R53S)
- 2007-2010 Mini and Mini Cooper (R56)
- 2009-2010 BMW 7-Series IL (long wheel base F02)
- 2004-2009 BMW 5-Series Sedan (E60)
- 2007-2010 BMW X-5 SUV (E70)
- 2005-2010 BMW 3-Series Sedan (E90)
- 2008- 2010 Nissan GTR

These mats feature Posh Pile 5th Avenue quality advantages such as full rubber spiked backing for a more supple form-fitting and longer lasting mat, OEM fasteners, a full woven nylon heel pad, and high thread count sewn edges.

“These direct fit mats come directly in response to requests from car enthusiasts in Hong Kong, Thailand, Singapore, Taiwan, and Malaysia who want better mats than those that come with their car and cannot easily find them locally” says Tom Muldowney Posh Pile Managing Director. “All represent incredible quality and value for money” adds Muldowney.



2006 Mercedes Benz S-Class



2009 BMW X-5



2007 BMW 3-Series

Posh Pile Direct fit mats can be found in leading automotive specialty retailers in Hong Kong, Singapore, Thailand, New Zealand, and Malaysia or through 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 U.S.A, but are available locally in Asia.

Posh Pile's car guy creator found 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.

For more information, visit www.poshpile.com or call (852) 2967-0202

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