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Posh Pile Launches Two New Direct Fit Mats

Direct fit mats of superior quality

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

- 2002 - 2008 BMW 7-Series IL (long wheel base E66)
- 2009 - 2010 Volkswagen Golf Mark 6

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.

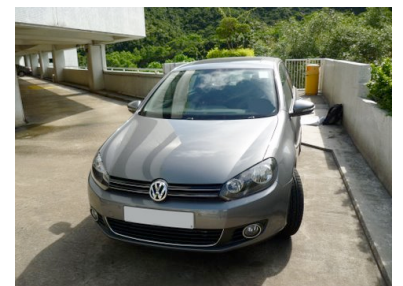
“These direct fit mats come directly in response to requests from car enthusiasts in Thailand and Singapore who want better mats than those that come with their car and cannot easily find them locally” says Tom Muldowney Posh Pile Managing Director. “All represent incredible quality and value for money. Many of the 5-star hotels use our BMW mats in their hotel cars for the ultimate in luxury.” adds Muldowney.

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

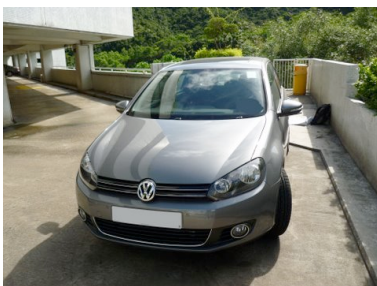
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Visit our Photo Galleries:



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