



**FOR IMMEDIATE RELEASE**

**Contact:**

*Tom Muldowney*

[tom.muldowney@poshpile.com](mailto:tom.muldowney@poshpile.com)

*(852) 2967-0202*

## **Posh Pile launches 5th Avenue Direct Fit Ultimate Luxury Car Mats!**

### **Direct fit mats better than O.E. quality**

*Hong Kong 30 July 2010:* International Market Access adds to its already popular Posh Pile 5<sup>th</sup> Avenue range by launching direct fit mats for hard to fit cars. Its universal mats already fit over 77% of the cars on the road.

Posh Pile 5th Avenue mats come in three colors, Beige/Tan, Grey, and Black. The first direct fit models offered by Posh Pile in right hand drive are:

- BMW (E90) 3-Series 4 door Sedan 2005 – 2008
- BMW (E60) 5-Series 4 door Sedan 2004 – 2009
- Mercedes Benz (W221) S-Class Sedan 2005 – 2009

These mats feature all the Posh Pile 5<sup>th</sup> Avenue standard features along with OE mounting fasteners that exactly replace the original car mats. End users can see videos on YouTube showing precisely how these direct fit mats fit.

The most important component for long floor mat life is the backing. It is literally the backbone of the mat. 5<sup>th</sup> Avenue uses more expensive TPR rubber instead of common PVC because it makes a more supple form – fitting, and longer lasting mat. These luxury mats also included a woven nylon heel pad instead of common plastic or nylon and a sewn edge that exceeds OE mat specifications.

More Posh Pile direct fit mats are on the way for other hard to fit but spectacular cars such as Mercedes Benz new E-Class Sedan and Coupe, BMW 7-Series and X5, Mini, VW Golf Mark VI and Nissan GTR.

Posh Pile 5th Avenue mats come in universal sizes and are available at leading retailers 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 U.S.A, but are available quickly 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](http://www.poshpile.com) or call (852) 2967-0202



Mercedes Benz (W221) S-Class  
Sedan 2005 – 2009



5 piece set



BMW (E60) 5-Series 4 door Sedan  
2004 – 2009



5 piece set



BMW (E90) 3-Series 4 door Sedan  
2005 – 2008



5 piece set