



**FOR IMMEDIATE RELEASE**

**Contact:**

*Tom Muldowney*

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

(852) 2967-0202

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

### **Answers an unmet need in the Auto Accessory Market**

*Hong Kong February 2010:* International Market Access introduces Posh Pile 5th Avenue floor mats, the most luxurious aftermarket mats available through retail outlets.

Posh Pile 5th Avenue mats come in three colors, Beige/Tan, Grey, and Black to match most of today's automotive interiors. Universal in design, they fit the majority of cars with top hung (mounted from behind the dash panel) accelerator pedals.

The most important component for long floor mat life is the backing. It is literally the back bone 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.

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



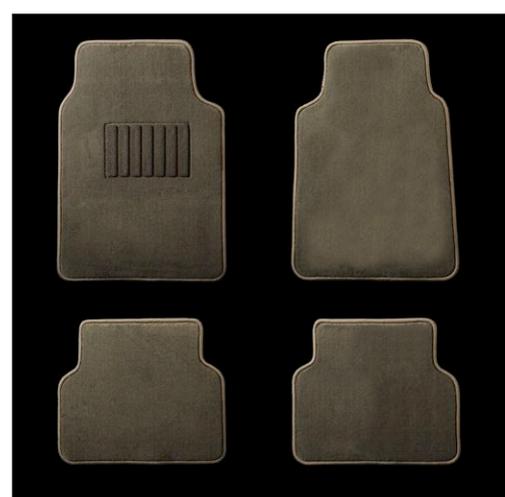
Black



Grey



Tan



4 piece set