



**FOR IMMEDIATE RELEASE**

**Contact:**

*Tom Muldowney*

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

*(852) 2967-0202*

## **Posh Pile launches Stay Tuned Ultimate High Performance Car Mats!**

**The world's first high performance carpeted mat available the accessory market.**

*Hong Kong February 2010:* International Market Access introduces Posh Pile Stay Tuned floor mats, that are 60% lighter than conventional carpeted floor mats.

Posh Pile Stay Tuned mats come in a very special black with grey tufted and sculpted Posh Pile. Universal in design, they fit the majority of cars with top hung (mounted from behind the dash panel) accelerator pedals.

Posh Pile Stay Tuned high performance mats use a unique hook "anti-drift" backing that grabs the loop of the car's carpet. This technology saves the weight of a rubber or PVC backing while still delivering signature Posh Pile luxury.

Posh Pile Stay Tuned mats come a universal size and are available at leading retailers or through [www.poshpile.com](http://www.poshpile.com)



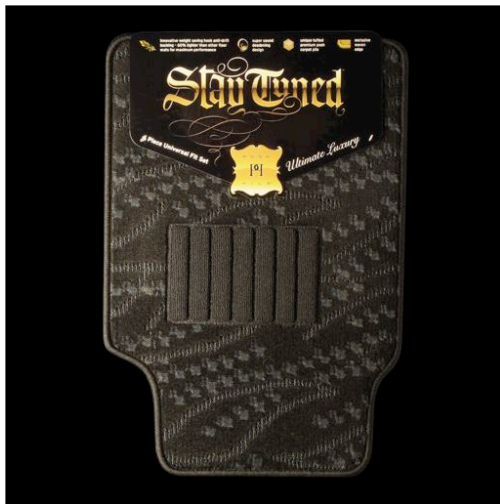
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**About Posh Pile:**

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



Stay Tuned



4 piece set