

UFI Filters widens its presence in the UK and Ireland launching the Heavy Duty range

- 725 SKUs dedicated to on-road and off-road applications
- Extension of UK and Ireland sales team
- Double digit increases in sales during 2020 and 2021

Redditch, 7 July 2021 – UFI Filters, a leader in filtration and production of heat exchangers for combustion, hybrid and electric vehicles, launches the Heavy Duty range for the UK and Ireland Aftermarket. This is a great boost for the business, that will benefit from an extended warehouse in Tamworth with a further 12,000 sq. ft thanks to the partnership with DB Schenker. It will be dedicated to the logistics of over 400,000 parts covering 3,000 SKUs of which 725 are for heavy duty on-road and off-road applications.

UFI customers, including buying groups, independents and specialist motor factors both for passenger car, heavy duty and off-road can count on a next day delivery service as well as on a strengthened sales team, now with four local area managers dedicated to the different regions and a reinforced customer service.

David Price, UFI Aftermarket UK & Ireland Sales Development Manager, a member of UFI Filters since February 2019, will be responsible to dedicated sales and development of the Heavy Duty range in the UK and Ireland, utilising his previous years skills in this market.

Additionally, the team has been joined by **Peter Little**, who has been appointed **UFI Aftermarket UK & Ireland Sales Development Manager**. Peter, who takes over the role from David joins with several years automotive industry experience, starting with Motor Factors and latterly with a leading supplier brand. Having taken a break from the automotive industry, Little returns with an in-depth knowledge of the Aftermarket and filtration market and will be responsible for developing business relationships with existing and potential motor factor customers across the UK and Ireland.

The introduction of the Heavy Duty range represents an important milestone for UFI Filters' presence in the UK, which has seen business more than double since the opening of the initial warehouse in 2017. Moreover, a double digit increase for the second consecutive year is projected.

In a further boost to the business, UFI Filters can also rely on the visibility given by the sponsorship of the British driver Ryan Smith, in the British Truck Racing Championship (BTRC) and by the driver and YouTube star Archie Hamilton, in the Porsche Carrera Cup GB.

Karl Ridings, UK & Ireland Sales Director & General Manager UK & Ireland – Aftermarket, comments: “We are looking forward to establishing the Heavy Duty business in the UK and Ireland. This represents a further step in our market presence here that will allow our market share to grow. I’m really proud of being part of a talented team which keeps growing and would like to take the opportunity to welcome Peter, whose experience will contribute to our future growth. Recently, our efforts have been highly acknowledged with an important recognition in the market: being awarded “Supplier of the Year” at 2021 CAT Awards.”

UFI Filters:

Founded in 1971, UFI Filters is a global leader in filtration technology and thermal management. It serves a wide range of sectors – from automotive, aerospace and marine to specialised industrial and customised hydraulic applications. Renowned for its innovation, UFI's products and know-how are to be found in all kinds of vehicles – from Ferrari and other top F1 teams, to the European ExoMars spacecraft.

UFI supplies the full range of air, oil, fuel, cabin, hydraulic and coolant filters as well as thermal management systems to the automotive sector, meeting the needs of nearly all car brands and motorcycles as well as commercial, heavy duty and agricultural vehicles. In the OE market, UFI is a leading filtration provider. Each family of filters within the company's two aftermarket brands, UFI and SOFIMA, covers 98% of the European car parc.

One of the first Italian companies to identify growth opportunities in the Far East, today UFI has 19 industrial sites and employs over 4,000 people in 21 countries. It employs 168 specialised technicians in its Innovation and Research Centres and holds 237 patents. UFI has doubled its turnover in the last ten years. As a research-driven company, it reinvests over 5% of its revenues in R&D.

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Attached images:

- Peter Little, UFI Aftermarket UK & Ireland Sales Development Manager
- Tamworth Warehouse outside
- Tamworth Warehouse inside