

www.powerflow.uk.com



**POWERFLOW**  
**EXHAUSTS**

STAINLESS STEEL SYSTEMS



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The only limitation...  
is your imagination

**PROSPECTUS**

# Powerflow's History

Powerflow Exhausts was established in Durban, South Africa in 1973. From the outset, the company's focus was on one-off, stainless steel performance systems for cars and motorcycles - every one hand-built by the owner of the business. Soon, however, the advantages of the 'make-up' (or custom-fit) system became more and more widely recognised and demand for this type of system grew. The systems had found great favour not only with car enthusiasts and the owners of the unusual vehicles, but also with customers simply looking for a value-for-money alternative to a mild steel, off-the-shelf system.

By now customers were increasingly opting for the more practical and affordable 409 grade of stainless and the resultant growth of the company made the progression towards a chain of 'franchised' Powerflow fitment centres almost inevitable. By the mid-1990's there were over 60 fitment centres throughout South Africa fitting the Powerflow product in all types of applications, making Powerflow Exhausts South Africa's largest specialist stainless steel exhaust fitment group.

Today 'Powerflow' and 'Powerflow Exhausts' are world-wide registered trademarks. The product is still manufactured in Durban by Sheffield Manufacturing (Pty) Ltd. (which was founded when a decision was taken to split the manufacturing facility from the fitting centres) for distribution to the UK, the USA, Australia, Germany, Holland, New Zealand, and neighbouring African countries. Sheffield (which boasts an ISO 9000 rating) is a fully credited member of SASSDA (South African Stainless Steel Development Association) and SAFA (South African Franchise Association).



## SOUTH AFRICAN CONNECTION

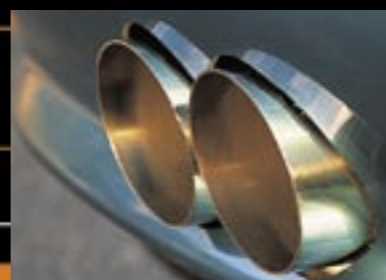
Whilst South Africa also produces 304 and other grades of stainless steel, it is rich in the minerals used in the production of what are termed the "automotive grades" of stainless steel. These automotive grades of stainless steel (409 grade, 430 grade) are manufactured to ASTM, DIN, BS and EURONORM standards and have become the first choice for stainless steel automotive exhaust components (including catalytic converter housings) by most major car producers. As a result of this, all the world's largest exhaust and catalytic convertor manufactures have set up base in S.A. to produce and export stainless steel exhausts and catalytic convertors to Europe and the rest of the world. South Africa is now the world's second largest convertor of stainless steel into automotive components (behind the USA) and is home to the world's largest ferritic stainless steel mill.

Powerflow Exhausts capitalise on this abundant availability of material, combined with the reasonable cost of labour in the country, by producing and marketing a high quality stainless steel exhaust product at a very competitive price.

## POWERFLOW EXHAUSTS (UK) LTD

Powerflow Exhausts (UK) Ltd is the licensed Powerflow Exhausts agent in the UK and Europe. It is authorised to select and appoint dealers throughout the UK and Europe and is responsible for the marketing and distribution of the product.

Powerflow is part of the BK Racing Alloy Wheels and Save-on-Tyres-and-Exhausts group of companies. To date, over 60 dealers have been appointed in the UK and Ireland and Powerflow Exhausts has become established as the market leader in custom-fit exhausts.



# Why Powerflow?

## HOW DOES CUSTOM FIT WORK?

The new dealership is equipped to cut, bend and weld stainless steel pipe (the hydraulic, semi-automatic bending machine we supply comes complete with tooling for seven sizes of pipe from 1 1/2" to 2 1/2").

A stock of pipes, universal fit silencers and tailpipes (we currently have a range of over 140 silencers and 40 tailpipe styles available) is held by the dealer.

The appropriate parts are selected to meet the customer's requirements. The bending machine then enables you to replicate original pipe shapes or create your own new shapes. Silencers, pipe work and tailpipes are then positioned under the vehicle (on exhaust stands) and welded together.

The process takes longer than fitting a ready-made part but the advantages are numerous:

## ADVANTAGES OF CUSTOM-FIT

- Virtually any customer requirement can be met - custom systems, performance systems, classic cars, discontinued models, specialised work, etc. etc. can all be done with equal ease.
- The system fits perfectly as it is fabricated on the vehicle.
- The dealer is never out of stock and can always offer the customer an immediate fitment - the only time you have to say no to anything is when you are fully booked!
- The cost effectiveness of the product means outstanding profit margins while still offering realistic prices.



## PRODUCT

Powerflow produces the most comprehensive range of universal-fit stainless steel silencers available under one brand anywhere in the world. The quality of the product is outstanding and compares favourably with any other product of this nature manufactured anywhere in the world and is far superior to most. The range includes a huge selection of tailpipe styles - often the key factor in the customer's choice of exhaust. All products are covered with a full "lifetime of ownership" guarantee. It's comforting to know before you start that you are dealing with a proven and reliable product that has been around for 30 years.

## BRAND AWARENESS

Powerflow Exhausts (UK) Ltd's aggressive and extensive national marketing programme ensures excellent "top-of-mind" awareness of the product within our main customer target groups throughout the country.

As a Powerflow dealer your contact details are listed in all our regular advertising including:

Mainstream magazines such as Fastcar, Maxpower, Revs, Redline, Performance BMW/Ford/VW, etc

The Powerflow Website

Autosport and Maxpower shows - where we create a very strong presence with our purpose-built 9m x 8m stand

## EXPERIENCE

No other company in the country has our level of experience and expertise when it comes to this type of exhaust product and how to get the best out of it. We employ a team of training fitters (with a total of 50 years experience in this industry amongst them!) to train and assist new dealerships. Help with any type of fitting query is always just a phone call away.

## EXCLUSIVE DEALERSHIP AREA

Every Powerflow dealer is allocated a mutually agreed exclusive area and we undertake not to supply the product to any other party within that area.



## ONE YEAR TRIAL PERIOD

This unique arrangement gives you a year to make up your mind about Powerflow and the custom-fit concept with minimal risk and no obligation. If you are not happy with the concept at the end of (or during) your first year, we guarantee to buy the bending machine and we will take back unused, use value.

ive Authorised Dealer Agreement  
is appointed to stock, fabricate  
Powerflow custom-fit exhausts  
his mutual exclusivity applies  
solutely to custom fit products and  
ve have no objection to other  
ands of stainless steel exhausts

being fitted by the dealership if they are of the traditional "off the shelf" type).

The up-front costs to the dealership are:

1. Opening stock
2. Equipment as follows:
  - a. Huth 2801S hydraulic bending machine
  - b. Lincoln 185mig welder (3 year warranty)
  - c. Belt sander
  - d. Cut-off machine (Chop saw)

The equipment is often leased rather than purchased outright. If the dealership already has suitable welding or other equipment, these items are removed from the package.  
FOR RECOMMENDED OPENING STOCK VALUE AND CURRENT EQUIPMENT PRICES PLEASE SEE  
LOOSE PAGE INSERT.

In addition to the above, Powerflow supply the following at no charge:

- An 8 x 2 interior/exterior sign*
- Point of Sale Posters*
- Brochures and Price Lists*
- Window Decals*
- Bumper/Window Stickers*
- Guarantee Cards*
- Phase 1 Training\**

## TRAINING INVOLVES TWO PHASES:

\*PHASE 1 The person who is to fit the exhausts needs to spend at least one week with Powerflow in Exeter. There is no charge for this actual training but accommodation is for your account.

PHASE 2 It is essential that when the new dealership opens we place an experienced fitter with you for at least one week to complete training on-site. There is, unfortunately, a cost involved in this, which includes the training fitter's wages, accommodation and transport back

to Exeter (we bring the training fitter to you when we deliver the equipment and opening stock). Provided sufficient work is scheduled for his time with you, the profit he generates will more than cover this expense.

## AUTHORISED DEALERSHIP FEE

After one year you have the choice of continuing as an Authorised Dealer and paying the one-off Dealer fee of £2,000, or withdrawing as a dealer. If you choose to withdraw there is obviously no obligation in terms of the dealer fee and furthermore we guarantee to buy the bending machine back from you for £1,000 less than you bought it for.

## ADVERTISING

Powerflow UK handles all national advertising but expects the dealer to ensure that the product is adequately promoted locally.

## IMPORTANT NOTES

1. It is easy to see the tremendous benefits this product offers, the new dealership must, however, be prepared to have a committed staff member trained by Powerflow to the high level of the under-ramp skill needed for trouble-free and profitable custom exhaust fitting. **THE PERSON NOMINATED TO UNDERGO THE TRAINING MUST BE A COMPETENT MIG OR TIG WELDER BEFORE THE TRAINING BEGINS.**

2. Should you decide to go ahead, please note that the bending machine we supply is **single phase but requires a dedicated 40 amp supply**. The electrical supply needs to be in place before we deliver the equipment and opening stock.

3. Equipment and stock can only be delivered after Phase 1 of the training has been completed.

**VAT** All prices quoted in this prospectus exclude VAT.

