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**FOR IMMEDIATE RELEASE**

**TORONTO... ULTRAFIT MANUFACTURING APPOINTS NEW AFTERMARKET SALES EXECUTIVE**

UltraFit Manufacturing announced today the appointment of Dan McPherson to the position of Director of Aftermarket Sales for its UltraFit Exhaust Systems brand. In this lead position, Dan will head automotive aftermarket exhaust sales across North America.

“A significant part of our overall growth strategy is focused on our current customer base and the programs we offer them”, says Vice President Sales & Marketing of UltraFit, Tim Creasy. “Growing that sector of our business in a manner that delivers both value and quality to our customers continues to be of key importance to us.”

With 20 years’ experience in Sales and Sales Management for companies within the automotive aftermarket industry, Dan will focus on developing and expanding the existing customer base. His solid understanding of the Distributor, Jobber and Retail markets has developed over a career spent within the aftermarket industry in the lubrication, engine components and collision markets.

“Our industry continues to endure notable challenges” continues Creasy. “It’s doubly important now that we position ourselves for the evolution of the market and the new opportunities it will bring. This appointment to our UltraFit Exhaust System team is a solid step in that direction.”

UltraFit Manufacturing provides tube bending and welded assembly services to a variety of industries, including automotive, medical device, furniture and recreational products. The UltraFit Exhaust Systems brand of pipes, mufflers, catalytic converters and repair pipes are sold throughout North America through warehouse distributors and specialty repair shops.

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+Photo of Dan McPherson attached.

