



# Press Release

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**FOR IMMEDIATE RELEASE**

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## **Plews & Edelmann Introduces Edelmann® Brand Power Steering Hose Program for the European Market**

*(Dixon, Ill., March 21, 2017)* — Plews, Inc., dba Plews & Edelmann of Dixon Illinois

Plews & Edelmann is pleased to announce the release of its Edelmann® brand Power Steering Hose program for the European market. The program is being released with over 500 unique power steering hose assemblies designed specifically for 50 million plus vehicles on the roads of Europe. In addition, Plews & Edelmann has made a commitment to the European market to add an additional two hundred applications by year end to their European distribution center for local delivery.

The launch of the program includes translations of the company's website into four popular western European languages; Dutch, French, German and Spanish, in addition to English. And the websites will feature an online application catalog database that will recognize the country of the user and automatically serve up the catalog in the appropriate language, one of thirty in the database.

Wes Sherman, Senior Category Manager, said, "As the Aftermarket Industry leader in North America, we have manufactured over 3,500 applications for thousands of makes and models; our experience is unsurpassed. We are committed to the European market, with hundreds of applications now available for Europe's top makes and models."

With over 50 years of manufacturing experience, a commitment to Original Equipment (OE) form, fit and function, and unparalleled technical support, the Edelmann® brand is your obvious choice for replacement power steering hoses and parts.

### **About Plews & Edelmann**

Plews & Edelmann is a leading manufacturer and marketer of AMFLO® air accessories, air hose, water hose and hose reels; EDELMANN® automotive fittings, brake lines, power steering hose assemblies and power steering repair kits; LUBRIMATIC® lubrication equipment and petroleum based greases & oils; TRU-FLATE® air accessories, tire hardware, tire inflators, tire repair and tire sealants; and ULTRALUBE® biobased greases, oils and spray lubricants.

For more information, please visit [www.plews-edelmann.com](http://www.plews-edelmann.com) or call 1-800-770-4639

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