

Aftermarket Auto Accessory Powerhouses Team Up, Introduce New Product Lines to Consumers

Rvinyl Performance Adds MGP Caliper Covers to Its Long List of Auto Accessories

New York City, New York, May 31st 2012 – Rvinyl.com Inc, a leading manufacturer and distributor of automotive accessories has partnered with Marshall Genuine Products (MGP) Caliper Covers. The move comes as no surprise in that MGP, in the midst of a number of product roll-outs, is seeking to expand into a number of markets that it has not yet entered. The choice of Rvinyl.com as a major partner to resell MGP's line of American-made caliper covers capitalizes on Rvinyl's extensive market reach, distribution network and advanced CRM systems.

Both MGP and Rvinyl have been major players in aftermarket auto accessory circles but their customers had rarely crossed paths as they had, until recently, focused on different market segments entirely. Rvinyl, founded in 2003, was for most of its history devoted almost solely to the design and manufacture of vinyl auto accessories. Among the products for which Rvinyl is best known are the self-adhesive vinyl dash kit, headlight and taillight tints, window tint and a wide array of unique vehicle graphics and decals. The fact that Rvinyl has been, since its inception, an online only retailer allowed it to make inroads into marketplaces such as eBay and Amazon that remained largely untouched by brick-and-mortar businesses and manufacturers.

MGP (Marshall Genuine Products) is an American manufacturer located in San Diego, California specializing in caliper covers. MGP incorporates technologies developed from the manufacturing of titanium, stainless steel and aluminum for the aerospace and recreation industries. MGP caliper covers are a culmination of those technologies and 26 years of engineering experiences to bring a much needed addition to the automotive aftermarket accessory business.

MGP President, Mike Barland began development of the product after purchasing aftermarket wheels for his vehicle. The wheels were larger in diameter and opened up the viewing area behind the wheel. The aftermarket wheel design was aesthetically pleasing but exposed one of the most unappealing components on the vehicle – the Brake Caliper.

At present Rvinyl carries only 3 different finishes from the large variety of those offered by MGP: red, black and silver. Rvinyl offers both licensed (GM and Ford Motor Company trademarks) and MGP-branded caliper covers on their site at www.rvinyl.com as well as on eBay and Amazon.



About Rvinyl.com Inc.

Rvinyl Performance Films is an independent New York City company which designs, manufactures and retails automotive accessories. Visit: <http://www.rvinyl.com> for more information.