

## PRESS RELEASE



### **Cocomats-Fürstil expands PCA sponsorship, offers members 15% product discount**

Fort Mill, SC – June 22, 2018 – Cocomats-Fürstil Auto Floor Mats is proud to announce it is an official sponsor of the Porsche Club of America.

“We are very excited to continue our support and increase our commitment to the Porsche Club of America and its members,” said Jeff Allwine, president of Cocomats-Fürstil Auto Floor Mats. “We have been an advertiser in *Porsche Panorama* magazine for over 20 years, and we look forward to our larger role now and to many more years of working together with the PCA.”

The partnership sees Cocomats-Fürstil will be more visibly present at PCA programs in 2018, including Porsche Parade, Werks Reunion, PCA Club Racing, PCA Tech Tactics, and PCA Treffen North America events.

Cocomats-Fürstil manufactures high-quality auto floor mats in the U.S. at its facility in Fort Mill, SC, including its signature line of Coco floor mats. Coco floor mats were the original auto mats for all European sport cars from the 1950s through the 1970s, and they add a classic and practical touch to any car or SUV. Since joining together with Fürstil in 2013, Cocomats-Fürstil has added several new and exciting auto floor mat materials for its customers, including a woven 6.6 Nylon manufactured in Germany, a beautiful wool woven line, and three different and very unique, durable, and all-weather woven vinyl mats.

As part of the announcement of our partnership with PCA, Cocomats-Fürstil will be offering all PCA members a discount of 15% on any orders placed from today and through the month of July. Please use coupon code PCACOCO at check out to receive your 15% discount if ordering online, or call Cocomats-Fürstil at 800-461-3533 and mention the PCA discount. It is our small way of saying thank you to all of our friends in PCA who have supported us all of these years.



*Above: Porsche 356*



*Above: Porsche 911*



*Above: Porsche 981 Cayman*



*Above: Porsche Macan*



*Above: Porsche Macan*



*Above: Porsche Macan*



*Above: Porsche Macan*

### **About Cocomats-Fürstil**

*Coco floor mats were first used by Porsche AG for its newly designed 356 in the early 1950s. The floors in these early cars through the 1960s were covered by a rubber mat, and coco mats were used to add some color and style to the interior as well as hide any dirt and protect the much more expensive rubber mats. They were a very popular factory accessory item during those early years. Cocomats.com started manufacturing a remake of the original coco mats in 1996 and updated the mats to include a nibbed rubber bottom that stops the mats from sliding and bunching up and dirt from filtering through to the original rubber mat. The new and improved coco mats also maintain the original function to protect the rubber mats and/or carpet on later models.*

*In 2013 after years of listening to customer feedback and requests for other unique matting materials, including all-weather materials, Cocomats joined together with Fürstil Auto Mats to offer several new and exciting auto floor mats options. We try to source all of our materials in the U.S. whenever possible. Some materials we cannot find here, such as coco fiber and natural rubber, but all of our mats are manufactured at our shop in Fort Mill, SC, and we will never outsource our U.S. manufacturing jobs.*

*Visit: [www.Cocomats.com](http://www.Cocomats.com) for more about Cocomats-Fürstil and its products.*