

Aut balls 2006

PRESS RELEASE

For Immediate Release

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New Autoballs – the Ultimate World Cup Accessory for England Fans

This summer's must-have car accessory for England fans, the Autoball, has been launched by small East Midlands-based business, CL Designs. Fans can support England on their World Cup crusade by proudly displaying an Autoball on their car, bike, or even on the front door. Each hard-wearing Autoball features the classic "Come on England" slogan emblazoned on a St George's cross background, and has been wholly designed and produced in the UK to guarantee the utmost in quality and durability.

Business owner and keen football supporter, Lee Crowston, who designed the Autoball, has been in the plastics trade for over 20 years. He says, "Over the last few years, the local manufacturing industry has been hit hard with the closure of many textile production plants, and with a great deal of plastics production outsourced overseas. I am therefore very excited and proud to launch the Autoball as a fun way of supporting England, and also to provide a much-needed boost to local manufacturing."

The Autoball is made from durable polypropylene and comes with two hard-wearing ties which enable it to be easily attached to the front of any vehicle, bike, scooter, etc. Each Autoball costs only £3.99, plus p&p and can be ordered via www.autoballs.co.uk.

Ends

Notes to Editors

1. For press enquiries contact Dawn Raymond or Lee Crowston on 0116 212 2621, or by email: enquiries@autoballs.co.uk.
2. CL Designs is a small business based in the East Midlands which designs injection mould tools and consults on plastic production manufacture. It is run by Lee Crowston and Dawn Raymond, who have over 20 years experience in the plastics industry.
3. Each Autoball is injection moulded in the UK.
4. Photographs are available on request.
5. Autoball is in the process of being registered as a Trademark