



*For Immediate Release*

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## **Beck/Arnley Restructures Sales Department**

**SMYRNA, Tenn., Oct. 12, 2006** – Beck/Arnley announced today that it has restructured its sales department in an effort to better serve the needs of its current and expanding customer base.

“Our customer base includes supply chain partners whose businesses fall into three distinct market segments; traditional WD, retail and import specialist WD,” said Max Dull, Beck/Arnley president and CEO. “We are announcing the launch of a new segmented sales force structure that will allow us to greatly enhance our sales support by focusing on the unique needs of each of these segments. The changes in our sales structure will drive exciting new custom tailored marketing support programs for our supply chain partners.”

Among the changes, Vince McMahon has been named Beck/Arnley’s vice president and general manager. In addition to his responsibilities for daily operations, McMahon will now oversee all of the activities of the company’s sales force.

John Murphy has been promoted to vice president of sales for the traditional WD market in the Eastern U.S. Vince Tramontano will remain vice president of sales for the traditional WD market in the Western U.S. and Jerry Stevens remains vice president of sales for Canada.

Doug LeBoeuf will transition into the position of vice president of sales administration, where he will focus his efforts supporting the retail supply chain partners and managing administration of all head-office program group activities. In addition, LeBoeuf will oversee the efforts of Pat Moran in the newly formed role of national import specialist sales manager.

Robin Kasten has been promoted to the newly formed position of inside sales manager, where she will focus her efforts on Beck/Arnley’s smaller accounts in their early stages of growth.

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In addition to the launch of the segmented sales force and to further enhance the number of its sales contacts, Beck/Arnley has hired SRS Marketing to serve as its sales representation in the Northeast. SRS Marketing employees 15 sales reps. They will provide sales coverage for Beck/Arnley's traditional markets and serve as its representation for Pep Boys.

With the addition of SRS Marketing, Rob Calame has been named zone manager for the Northeast and will report to John Murphy. Calame will work with SRS Marketing, as well as work directly with key traditional WD supply chain partners in the Northeast.

Beck/Arnley is exclusively dedicated to supporting its distribution partners who service the foreign nameplate repair market. Founded in 1914, Beck/Arnley's broad product offering is organized into six modules: Brake & Chassis, Electrical, Clutch & Driveline, Engine Management, Engine Parts & Filtration, and Cooling Systems. Headquartered near Nashville, Tennessee, Beck/Arnley distributes parts to resellers through its MDC in Smyrna, Tennessee and satellite customer care centers strategically located around the U.S. and Canada. [www.beckarnley.com](http://www.beckarnley.com).

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