



For Immediate Release

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Get 10 Percent off Orders of \$10,000 or More From Any of Beck/Arnley's 79 Product Categories

SMYRNA, Tenn., Nov. 16, 2010 – Beck/Arnley announces it is running a 10 percent off promotion on orders of \$10,000 or more from any of its 79 product categories, now through Dec. 15, 2010. As an added bonus, stores or jobbers who place an order before Dec. 5 will receive a free Apple® iPad.

“This limited time offer is a great way for store and jobber customers to order the Beck/Arnley foreign nameplate products that they’ll need to start the new year off on the right track,” said Paul Farwick, vice president of sales for Beck/Arnley. “It’s very simple, just order \$10,000 or more from any of Beck/Arnley’s 79 product categories and we’ll help you save. Plus, orders placed before Dec. 5 will receive a free Apple iPad in time for the holidays.”

The Beck/Arnley brand of foreign nameplate parts consists of a broad product offering organized into six category modules: Engine Parts and Filtration, Clutch and Drive Line, Brakes and Chassis, Cooling, Engine Management, and Electrical. With more than 23,000 SKUs in 79 product categories, which cover 50 import brands and over 650 models, Beck/Arnley supplies the critical parts used by technicians for maintenance and repair. At Beck/Arnley, we offer foreign nameplate parts that are OE or sourced from approved suppliers who meet OE standards, which means our products fit, look, and perform like the import vehicles' OES parts.

For technicians, Beck/Arnley delivers a unique value proposition that includes a branded program that is one brand with the highest awareness among import technicians. In addition, through its unique global sourcing and product management process known as Application Specific Sourcing, all parts are sourced by each unique application to match OE form, fit, and function. Combining product enhancements in the box and competitive pricing makes Beck/Arnley an incredible value in today’s aftermarket. More than 23,000 parts are available for all makes of European and Asian vehicles with market leading coverage for years 1995 through 2010.

For an electronic promotion form and the new number buyers guide, visit <http://www.beckarnley.com/beckarnleynewnumpromo.html>.

To place an order electronically, e-mail the order form to ken.adams@beckarnley.com. To place an order via fax, send the order form to 615-220-3290. The 10 percent off code, BAPRCAT10, must be entered on the submitted promotion form.

For questions on ordering, contact Ken Adams at ken.adams@beckarnley.com or 615-220-3242.

About Beck/Arnley:

Beck/Arnley is exclusively dedicated to supporting its distribution partners who service the foreign nameplate repair and maintenance market. Beck/Arnley supplies wholesale distributors, who sell to jobbers, and retailers. Founded in 1914, Beck/Arnley's broad OE product offering for the aftermarket is organized into six modules: Brake & Chassis, Electrical, Clutch & Driveline, Engine Management, Engine Parts & Filtration, and Cooling Systems. Headquartered near Nashville, Tenn., Beck/Arnley researches, sources and delivers parts to resellers through its Master Distribution Center in Smyrna, Tenn. and strategically located satellite distribution centers across North America. Additional information is available at www.beckarnley.com.

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