



NEWS RELEASE
For Immediate Release

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Beck/Arnley Introduces New Brand Marketing Campaign *Parts Made Right. Life Made Easy.*™

Smyrna, Tenn., May 1, 2009 – Beck/Arnley is pleased to announce it has launched a new brand marketing campaign to reflect the company's mission of providing professional service technicians with the crucial parts needed to repair foreign nameplate vehicles. The campaign consists of a re-designed Web site, www.beckarnley.com, a new tagline - *Parts Made Right. Life Made Easy.*™, a technician brochure and an advertising campaign emphasizing the fact that Beck/Arnley makes life easier for professional import technicians by offering broad vehicle and parts coverage, product enhancements and solutions, and superior customer service. Each component of the new campaign is tied together through shared messaging and design elements to create cohesiveness between all of the marketing initiatives.

“At Beck/Arnley, we are exclusively dedicated to supporting our distribution channel partners who sell directly to technicians and service the maintenance and repair market for foreign nameplate vehicles,” said Tina Payne Hunt, director of marketing, Beck/Arnley. “Our new marketing campaign shows our continued investment in growing the Beck/Arnley® brand as the leading specialty supplier of premium, quality import parts for cars, light trucks and SUVs. We are focusing on technicians in our communications to drive sales to our channel partners.”

For technicians, *Parts Made Right. Life Made Easy.* means OE quality parts that fit properly, product enhancements to make the installation job easier, and having the confidence that they are using one of the most well-respected brands in the industry to service import vehicles. These advantages, combined with almost 100 years of Beck/Arnley's global Application Specific Sourcing experience, a multi-million dollar original equipment/supplier sample parts library, and an extensive application and product database developed over the past 35 years, support the meaning of *Parts Made Right. Life Made Easy.*

The new campaign tagline is exemplified by the Beck/Arnley Web site, which has been completely redesigned to be “all about technicians,” and the importance of connecting with them on a daily basis. The new site is both easy-to-navigate and visually appealing. Technicians and channel distribution partners benefit from practical content, making it easier than ever for them to find premium quality, genuine foreign nameplate parts with the look, fit and performance of original equipment.

The Web site has many new and exciting elements to help technicians stay up-to-date on the latest Beck/Arnley news, such as a press release section on the homepage and the Product of the Month feature, which highlights a rotating schedule of various products from Beck/Arnley's six modules - Engine Parts & Filtration, Clutch & Driveline, Brake & Chassis, Cooling Systems, Engine Management and Electrical.

New features of the Web site also include a promotional page that provides information on current and upcoming customer promotional programs, updated photographs and product images, and a list of links to valuable aftermarket resources. Plus, Beck/Arnley has made it easier than ever for customers to reach the exact person that they are looking for with contact numbers for every department.

The Web site contains an updated e-Catalog, news on quarterly part releases, a Beck/Arnley discussion board on Facebook and frequently asked questions (FAQ), as well as a comprehensive product page with new part numbers, detailed information about Beck/Arnley's six product modules and examples of product improvements to make installation easier and more efficient for technicians.

About Beck/Arnley:

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 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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