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## **Beck/Arnley Announces New North American Sales Organization**

**SMYRNA, Tenn., December 15, 2009** – Beck/Arnley announced a new North American sales organization that will result in more localized sales and enhanced customer service for traditional WD and retail customers.

"In today's marketplace, we need to work more closely with our customers on a consistent basis. Our new sales organization is designed to strengthen customer relationships and allow us to collaborate with them on market strategies and new product introductions," said Paul Farwick, vice president of sales for Beck/Arnley. "We plan to move quickly to adapt the new sales organization so we can help our customers adapt to the changing aftermarket effectively and grow their Beck/Arnley business in the coming year."

The updated sales structure enables Beck/Arnley to increase the number of regional sales managers who will work directly with customers in order to grow distribution, expand their import coverage, and improve availability of Beck/Arnley brand parts for their service provider customers.

"We are excited about the investment occurring at Beck/Arnley and appreciate our customers' commitment to the brand and their recognition that we offer solutions for the foreign nameplate market," continued Farwick.

For customers with questions regarding these changes, please contact Beck/Arnley customer service at 1-888-GO-4-BECK (464-2325).

### **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 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](http://www.beckarnley.com).

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