

## Automotive & Heavy-duty Diesel

Behan Communications Group (BCG) is a full-service marketing communications firm – fueling business growth with strategically-integrated marketing communications. We develop marketing programs that build brands, generate demand and produce measurable results for our clients.

### OVER 20 YEARS OF INDUSTRY EXPERIENCE.

The BCG team has over 20 years of success with leading OEM, supplier and aftermarket brands in the automotive and heavy-duty diesel segments, including:

- AC Delco
- AP Exhaust
- Clevite Engine Parts
- Cooper Tire & Rubber
- Dana Corporation
- Detroit Diesel
- GE Automotive Plastics
- GM Performance Parts
- Victor Reinz Gaskets
- WIX Filters

Whether you sell replacement components in the aftermarket, chassis systems to OEMs, or are launching new technologies into these market segments, we can put our experience to work and help you achieve your goals.

### MARKETING SUPPORT - TAILORED TO YOUR GOALS.

BCG offers you comprehensive strategic and implementation resources that can be tailored to fit your specific organizational and marketing objectives.

- Strategic planning
- Brand development
- Sales channel support
- Media and event planning
- Print and digital design
- Advertising and sales materials
- Website and content development
- Social media, SEO and PPC campaigns
- Direct campaigns (print, email, etc.)
- Event and POS Support

We take a non-traditional approach to our structure, with responsive and highly-efficient “virtual” operations that offer the experience and creative talent of a large agency without the costly overhead.

This enables you to leverage our expertise and services on an “as needed” basis. Whether you need our team to spearhead and manage your overall marketing communications program, or simply provide direction and support to help you execute your internal team’s marketing plans.

### WANT TO LEARN MORE?

If you would like to see samples of our work with past clients, or discuss your marketing goals and how we can help you achieve them, please contact Chris Behan at 734-272-1133 or via email at [info@behancg.com](mailto:info@behancg.com).



Auto Aftermarket



OEM Suppliers



On-highway HD Diesel



Sales Channels



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