



*For Immediate Release*

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## **Remy Launches New Brand Marketing Campaign**

**PENDLETON, Indiana – June 28, 2017** – Remy Power Products has launched a new brand marketing campaign for its Remy brand of premium quality new and remanufactured starters and alternators.

“The new Remy brand messaging ‘Quality Starts Here’ was thoughtfully developed to convey our number one priority, quality,” said Priscila Tordino, marketing manager, Remy Power Products. “At Remy, providing bench-mark quality parts is just the beginning. We are committed to quality in all we do, from industry-leading coverage for domestic and import nameplate vehicles to responsive customer support and world-class training.”

The new Remy “Quality Starts Here” brand messaging is accompanied eye-catching graphics and the “OE Experience - Driving Innovation” tagline that together communicate the storied history of the Remy brand and its bright future of product innovation and market leadership.

“We carefully crafted the ‘OE Experience – Driving Innovation’ tagline to remind our customers that the century-long OE legacy of the Remy brand gives us a unique understanding of evolving technology and product advancements in the rotating electric category,” continued Tordino. “That history, combined with an unwavering commitment to quality, makes Remy a trusted brand that our customers can rely on now and in the future.”

### **About Remy Power Products**

Remy Power Products brings a century of OE experience to the automotive aftermarket, delivering industry-leading starter and alternator coverage for domestic and import passenger vehicles and light-duty trucks. Automotive service professionals trust Remy for benchmark-quality rotating electrics, responsive support and world-class technical training. For more information, visit [www.remyautoparts.com](http://www.remyautoparts.com).

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