



# PRESS RELEASE

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## **BBB INDUSTRIES INTRODUCES AUGMENTED REALITY ADVERTISING AT HEAVY DUTY AFTERMARKET WEEK**

**DAPHNE, ALABAMA** – BBB Industries (BBB), a leading remanufacturer of automotive aftermarket parts, announced today that it is introducing augmented reality (AR) advertising at this year’s Heavy Duty Aftermarket Week (HDAW) in Dallas, Texas. This year, HDAW tradeshow attendees will find BBB’s AR print ad on the back cover of the HDAW show directory.

To experience the virtual form of the print ad, using their mobile device, attendees should download the app available at [www.bbbind.com/hdaw](http://www.bbbind.com/hdaw) and scan the print ad using the app. When attendees scan the print ad, the spokesperson will come to life right before their eyes.

“Augmented reality advertising is an incredibly entertaining and informative way to connect with our customers,” said Gerard Yanuzzi, BBB’s vice president of marketing. “It gives us the opportunity to showcase how we can create engaging brand experiences to help drive sales for our customers.”

*BBB Industries, LLC is an industry leader in the remanufacturing of starters, alternators, hydraulic and air disc brake calipers, power steering products and turbochargers for the OEM, personal and commercial vehicle aftermarket industries. Founded in 1987, BBB Industries, LLC is a private company headquartered in Daphne, Alabama. Please see [www.bbbind.com](http://www.bbbind.com) for more information.*

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