



## **AIAG Partners with AutoCom for Automotive Public Relations**

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SOUTHFIELD, Mich ([PRWEB](#)) January 22, 2004 --The Automotive Industry Action Group (AIAG), one of the industry's largest trade associations, has selected AutoCom Associates as its public relations agency of record.

"AutoCom was selected based on their experience with automotive clients such as the United States Council for Automotive Research and their proven track record in the field of automotive public relations," said Andy Cummins, AIAG's executive director.

Cummins noted that as AIAG's 1,600 members in North America expand their automotive operations in Europe, Latin America and the Asia-Pacific region, AIAG is moving to provide service in those regions as well.

AutoCom Associates is a member of the International Public Relations Network (IPRN), a global organization of 41 agencies with nearly 600 employees and more than \$400 million in annual billings. Headquartered in Bloomfield Hills, Mich., the firm's team of professional communicators has extensive working experience with Ford, General Motors and DaimlerChrysler, as well as a number of European, Japanese and Korean automakers and their suppliers.

John Piscopink, AIAG's communications manager, said that AutoCom will partner with French & Rogers, a business-to-business marketing firm based in Troy, Mich., to serve the organization's public affairs, media relations, advertising and general marketing needs.

"AIAG is one of the only places in the world where automotive manufacturers and their suppliers can meet to address and resolve problems that affect the entire global automotive supply chain," said Larry Weis, AutoCom's president. "It's a dynamic organization that provides its membership with an unparalleled number of benefits. We're excited about the opportunity to work with them on a global basis."

Founded in 1982, AIAG is headquartered in Southfield, Mich. Its member companies include North American, European and Asia-Pacific OEMs and suppliers to the automotive industry with combined annual sales of more than \$600 billion. A non-profit association, AIAG's primary goals are to reduce cost and complexity within the automotive supply chain and to improve speed-to-market, product quality, employee health-and-safety and the environment. Additional information is available on the Internet at [www.aiag.org](http://www.aiag.org).

AutoCom Associates is a public relations agency focused on providing management consulting and public relations services to businesses working in the global automotive industry. Its list of tier one automotive clients includes Alcan Automotive, Behr America, dSPACE, Gage Products Company, GKN Driveline, Hella North America, MANN+HUMMEL and TI Automotive. AutoCom is located on the Internet at [www.usautocom.com](http://www.usautocom.com).

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