



Arnholt Named Editorial Director at AutoCom Associates

Veteran automotive journalist Mike Arnholt has joined AutoCom Associates, a Bloomfield Hills-based public relations agency, as editorial director.

BLOOMFIELD HILLS, Mich. ([PRWEB](#)) January 30, 2004 -- Veteran automotive journalist Mike Arnholt has joined AutoCom Associates, a Bloomfield Hills-based public relations agency, as editorial director.

Arnholt's background includes nearly two decades at Ward's AutoWorld, a monthly automotive trade magazine, most recently as the publication's senior managing editor. His prior newspaper experience includes writing and editing at the Detroit Free Press, Lapeer County Press and the Observer & Eccentric Newspapers.

In his new position at AutoCom, Arnholt will be responsible for managing the agency's various editorial programs, including client releases, press kits and technical articles, as well as editorial staff development.

Arnholt holds a bachelor's degree in journalism from the University of Michigan in Ann Arbor, and resides in North Branch, Mich.

AutoCom Associates provides public relations and management consulting services to businesses working in the global automotive industry. The firm is a member of the International Public Relations Network (IPRN) with more than 40 affiliate agencies, 500 employees and \$400 million in annual billings.

AutoCom clients include: Alcan Automotive, the Automotive Industry Action Group (AIAG), Behr America, dSPACE, Gage Products Company, Grammer Automotive, GKN Driveline, GKN Sinter Metals, Hella North America, Kolbenschmidt Pierburg, MANN+HUMMEL, Roland Berger Strategy Consultants and TI Automotive. The agency is located on the Internet at www.usautocom.com.

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Media Contact
Larry Weis
AutoCom Associates
Phone: +1.248.647.8621
E-Mail: lweis@usautocom.com



Contact Information

Janet Krol

AUTOCOM ASSOCIATES

<http://www.usautocom.com>

248.647.8621

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