



Staluppi Chooses ARG

The Allen | Roche Group today announced that they have been chosen by the Staluppi Auto Group as the group's primary ad agency.

([PRWEB](#)) August 6, 2004 -- Staluppi brings in The Allen | Roche Group as an advertising agency. ARG will be providing advertising design, media buying and marketing support for the large New York auto group.

The Staluppi Auto Group is New York's largest auto dealer. Comprised of the Atlantic AUto Group and Millenium Auto Group, Staluppi's sales include; Chevrolet, Cadillac, Honda, Hyundai, Infiniti, Kia, Lexus, Nissan, Scion and Toyota. For more information visit Staluppi Auto Group's web site at: <http://www.staluppiautogroup.com>

The Allen | Roche Group is located in Boston's hip Fort Point Channel. ARG offers print and web design, video production, 3D animation and onsite media duplication. Gene Allen and Jim Roche, partners and founders of ARG, have over 30 years combined advertising/marketing experience. ARGs' clients are mostly auto dealerships in New England, Pennsylvania and New York where they market these businesses in the most effective and productive way. They are constantly broadening their services to include mortgage companies, colleges and other small businesses in the Boston area. ARG is growing by the numbers each year landing new clients and staff. For more information please visit the company's new site at <http://www.allenrochegroup.com>

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