



## **Kolbenschmidt Pierburg Names New Director of Communications**

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SOUTHFIELD, MI ([PRWEB](#)) September 10, 2004 -- Paul J. Klapproth has been named director of communications for Kolbenschmidt Pierburg in North America, where he will be responsible for coordinating communications and marketing strategies for the automotive supplier.

Klapproth had served as communications director for Siemens VDO Automotive in Auburn Hills, Mich., since 1989, where he was in charge of advertising, public relations and electronic publishing.

His more than 30 years of experience also includes senior management roles at public relations and marketing firms, including Campbell & Company in Dearborn, Mich., and Carl Byoir & Associates in New York. Klapproth began his business career as a production and account representative at G&D Communications in Livonia, Mich.

Klapproth holds a bachelor's degree in mass media and psychology from Western Michigan University in Kalamazoo, Mich., and a master's degree in mass media from Wayne State University in Detroit. He also has earned numerous awards in advertising and public relations throughout his career. The Michigan native resides in Waterford, Mich.

A leading supplier of pistons, automotive oil and water pumps, throttle bodies, bearings, secondary air systems and exhaust flaps, as well as electric exhaust gas recirculation systems, Kolbenschmidt Pierburg has North American production facilities in Fountain Inn, S.C.; Greensburg, Ind.; Fort Wayne, Ind.; Marinette, WI, and Leamington, Ontario, in addition to its North American sales offices in Southfield, Michigan.

Kolbenschmidt Pierburg AG is a subsidiary of Rheinmetall AG. The company has approximately 12,000 employees and global sales of nearly 1.9 billion euros. Additional information is available on the Internet at [www.kolbenschmidt-pierburg.com](http://www.kolbenschmidt-pierburg.com).

Media Contact  
Larry Weis  
AutoCom Associates  
Phone: +1.248.647.8621  
E-Mail: [lweis@usautocom.com](mailto:lweis@usautocom.com)  
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**Contact Information****Janet Krol**

AUTOCOM ASSOCIATES

<http://www.kolbenschmidt-pierburg.com>

248.647.8621

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