



PRESS RELEASE

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BBB INDUSTRIES INTRODUCES NEW PACKAGING FOR REMY® HIGH PERFORMANCE STARTERS AND ALTERNATORS

DAPHNE, ALABAMA – BBB Industries, LLC (BBB) introduces new product packaging for Remy® high performance starters and alternators.

The new packaging is more visible and bolder, and it includes a reinforced structural design to secure the product from breaking through after multiple handlings. Additionally, the packaging includes a new finger-hole on the lid to allow for easier removal from the shelf.

“To differentiate Remy® in the market, we needed to evolve our marketing approach, starting with the Remy® branding and packaging,” said Gerard Yanuzzi, BBB’s Product Marketing Manager for rotating electric. “We made the decision to not follow the crowd. We went back to the brand’s heritage and chose a different direction. The Remy® logo commands a bigger, bolder and more iconic presence, and the packaging messaging reinforces the quality of the product found within the box.”

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 for more information.

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