



PRESS RELEASE

FOR IMMEDIATE RELEASE

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BBB INDUSTRIES WINS WOMEN IN AUTO CARE AUTOMOTIVE COMMUNICATION AWARD FOR ITS GOLD PREMIER™ BRAND

DAPHNE, ALABAMA: BBB Industries, a leading remanufacturer of automotive aftermarket parts, won the Women in Auto Care's 2018 Automotive Communication Award for its interactive label and packaging for its Gold Premier™ Brand.

"The interactive Gold Premier label and packaging is a first in the automotive aftermarket industry," said Gerard Yanuzzi, Vice President of Marketing for BBB Industries. "Our goal is to always be a pioneer and to continue to be innovative in our approach to marketing our brands and to provide unique value to our customers."

The Women in Auto Care Automotive Communications Awards recognize companies that provide automotive information through outstanding advertising, marketing and public relations efforts.

For an explanation video of how the GOLD PREMIER™ packaging works, visit: <http://www.bbbind.com/gold-premier-app/>

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. BBB takes pride in producing the highest quality products in the industry with exacting standards that apply to customer service, the manufacturing process, product installation and to the performance on the vehicle. Automated test fixtures test every unit manufactured by BBB to meet or exceed OE specifications. 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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