

MontAd Teams Up With Automotive Aftermarket Suppliers Association To Help Promote AASA “Know Your Parts” Campaign

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Agency: **MontAd Inc**

MontAd, one of the automotive aftermarket’s leading full-service advertising agencies, is working with the Automotive Aftermarket Suppliers Association (AASA) to help promote its “Know Your Parts” campaign to industry professionals and consumers. According to Al Haberstroh, president, MontAd, the firm is working with AASA on a pro-bono basis.

“MontAd has been working in the automotive aftermarket for more than 20 years and we proudly consider ourselves part of that community,” Haberstroh said. “As such, we regret the low-cost, generic parts that continue to flood the aftermarket at all levels, despite the fact that they may not meet acceptable safety standards. We all have a vested interest in a healthy aftermarket, and are pleased to be able to help AASA educate consumers on the quality parts and service available from their local retailers, distributors and dealers.”

MontAd’s work began with a video that was shown to uniformly positive reviews yesterday at the AASA Vision conference in Chicago. MontAd is also working with AASA to develop a range of online content.

“AASA will continue to support our members by helping consumers understand the difference between legitimate parts and the low quality parts they may be tempted to buy and install,” said Jack Cameron, vice president, Programs & Member Services, Member Satisfaction. “We are grateful for the exceptional work MontAd has done thus far on behalf of our members and look forward to continuing our partnership.”

About Automotive Aftermarket Suppliers Association

AASA exclusively serves manufacturers of aftermarket components, tools and equipment, and related products. It is a recognized industry change agent – promoting a collaborative industry environment, providing a forum to address issues and serving as a valued resource for members. AASA is a market-segment association of the Motor & Equipment Manufacturers Association (MEMA).

About MontAd

MontAd is a full-service advertising agency, with more than 20 years experience working in the automotive aftermarket. Headquartered in Wixom, Mich., MontAd works with clients throughout North America to develop and execute integrated marketing programs that differentiate them in the marketplace and achieve strategic marketing goals. for more information visit www.montad.com

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