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Remy Expands Social Media Presence to Support “Quality Starts Here” Brand Campaign

MCHENRY, III., Sept. 27, 2017 – Remy Power Products has expanded its social media program with a new [Facebook](#) page and [Twitter](#) feed to support its recently introduced brand marketing campaign, “Quality Starts Here,” for its line of premium quality new and remanufactured starters and alternators.

“Social media has become an intricate part of the daily life of a majority of our customers and we want to make sure we can interact with them in this medium,” said Priscila Tordino, marketing manager, Remy Power Products. “Automotive service professionals use Facebook and Twitter to keep up-to-date on new products, company news and industry trends so we feel this is just another way Remy can serve our customers’ needs while communicating with them in a very direct way.”

The new Remy [Facebook](#) and [Twitter](#) platforms enhance the company’s comprehensive marketing communications program and serve as another vehicle to provide automotive service professionals and other key industry audiences with the latest news and information from Remy.

The social media platforms will also be used to reinforce the storied history of the Remy brand, its bright future of product innovation and market leadership through the use of the tagline “OE Experience – Driving Innovation.” The tagline reminds customers that the century-long OE legacy of the Remy brand provides a unique understanding of evolving technology and product advancements in the rotating electric category.

To follow Remy on Facebook and Twitter, visit www.facebook.com/remyautomotive and www.twitter.com/remyautomotive. To learn more, visit www.remyautoparts.com.

About Remy Power Products

Remy Power Products brings a century of OE experience to the automotive aftermarket, delivering industry-leading starter and alternator coverage for domestic and import passenger vehicles and light-duty trucks. Automotive service professionals trust Remy for benchmark-quality rotating electrics, responsive support and world-class technical training. Maval Industries, LLC, a Remy brand, is a world leader of both new and remanufactured steering system components for the automotive, off-road, performance and specialty vehicle markets. For more information, visit www.remyautoparts.com.

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