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News >> Manufacturing

Deeza Chassis Parts Announces New Reps in Midwestern and Northeastern U.S.

January 14, 2009

By aftermarketNews staff

KMS and CAN-AM will add nine experienced experts to the Deeza team.

TOTOWA, N.J. -- Deeza Chassis Parts, a subsidiary of European chassis parts maker Disa Automotive Ltd., has announced new representatives in the Midwest and Northeast regions of the United States.

Deeza recently signed representation agreements with two agencies to expand its sales into new regions. KMS Automotive Marketing Co. will represent Deeza in New England, New York, New Jersey, Eastern Pennsylvania, Delaware, Maryland, Washington D.C., Northern Virginia; and CAN-AM Marketing Co. will represent Deeza in Michigan, Indiana, Ohio, Kentucky and the Greater Chicagoland markets.

KMS and CAN-AM will add nine experienced experts to the Deeza team.

"These alliances will improve [upon and] expand Deeza's sales coverage and provide better service to its customers in the regions," Gokhan Kuru, president, said. "We will be adding many new representatives in the coming months throughout the U.S."

Other articles in this newsletter:

Tenneco Adjusts its Global Restructuring Program

Company will keep open one OE ride control plant previously slated for closure.

Visteon Provides Preliminary 2008 Financial Data and Updates on Restructuring Actions

Visteon said it has completed its three-year improvement plan at a lower cost and with greater savings than originally planned.

Navistar and Ford Settle Litigation, Form New Business Agreement

Companies to continue to collaborate on medium duty trucks and other initiatives.

National Vehicle Safety Inspection Bill Proposed

H.R. 259 was referred to the Committee on Transportation and Infrastructure.

Brandon Eckenrode Joins I-CAR Education Foundation as Associate Director of Development

Eckenrode was formerly with I-CAR as the supervisor of marketing communications.

Dura's Tim Leuliette Adds Chairman to Title; Tom Chambers Named Executive Vice President and COO

Leuliette previously served as Dura's chairman following the company's emergence from bankruptcy in June 2008, but relinquished that role when he became president and CEO.

BorgWarner Forms Joint Venture with 12 Chinese OEMs to Produce Dual Clutch Transmission Modules

Known as BorgWarner United Transmission Systems, the joint venture will be located in Dalian, China, and will produce various dual clutch transmission modules beginning in 2011.

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New "Automotive Aftermarket Intelligence Update" will be made available weekly.

NASCAR Enters into Multi-Faceted Partnerships with Ask.com

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