



## **Business Wire Named Official Wire Service for AUTO-TECH 2004**

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DETROIT, MI ([PRWEB](#)) May 6, 2004 - The Automotive Industry Action Group (AIAG) has named Business Wire as the official newswire service for Auto-Tech 2004, according to John Piscopink, communications manager for AIAG.

The conference and trade show will be held Aug. 31 through Sept. 2 at the Cobo Conference and Exhibition Center, in Detroit. More than 150 exhibitors will be displaying their products for an anticipated 4,000 show attendees.

Business Wire will work within the show press center, assisting journalists who wish to access Auto-Tech news and helping exhibitors who are issuing news from the show, explained Martin J. Habalewsky, account manager and automotive industry specialist for Business Wire's Detroit office.

Journalists are encouraged to register for Auto-Tech 2004 at the AIAG web site, [www.aiag.org](http://www.aiag.org). Conference news from both AIAG and exhibitors will be archived at [www.businesswire.com](http://www.businesswire.com) and [www.tradeshownews.com](http://www.tradeshownews.com), in a custom trade show website managed by Business Wire.

### About Auto-Tech 2004

Auto-Tech 2004 is the premier global mobility industry conference for OEM, supplier and vendor companies that wish to achieve business success through collaboration, said Piscopink. Original equipment manufacturers and automotive suppliers come together at Auto-Tech to discuss real-world challenges and real-world solutions. The focus is on business processes -- streamlining them for maximum performance.

For 17 years, Auto-Tech has been presented as an industry service by AIAG. It has proven to be the leading educational conference for automotive solutions. Set in downtown Detroit, the event covers issues and solutions that are critical to being a nimble, global supply-chain partner. It is a collaborative environment that provides a neutral ground for discussing and solving industry-wide issues.

### About Business Wire

Business Wire is a multi-channel delivery network, with access to some 60 international and national news agencies, financial information providers and Web-based news services throughout North America, Europe, Asia, Latin America, the Middle East and Africa, and provides real-time, simultaneous access to key audiences -- the news media, trade publications, institutional and individual investors, business-to-business decision-makers and consumers. Business Wire electronically disseminates some 1,000 full-text news releases daily for 18,000 members worldwide to the news media, the Internet, online services and databases and the global investment community in 150 countries in 45 languages.

Business Wire has 26 U.S. offices as well as offices in Frankfurt, London, Stockholm and Brussels, and reciprocal offices throughout the world. Business Wire's Detroit office is in Southfield, Mich.



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