



Autotecnica Announces Licensing Agreements With Valvoline And Rawlings

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Chatsworth, CA ([PRWEB](#)) August 7, 2004 -- Autotecnica, a leader in performance and styling products, is pleased to announce its newest licensing agreements with Valvoline/Valvoline Racing Products and Rawlings Sporting Goods.

"We are very excited with the potential of these programs, as they will provide us the opportunity to expand our product mix while allowing us to strengthen our existing lines," states Jeffrey Redding Vice-President of Product Development for Autotecnica. "These agreements are just the beginning of several in a strategic plan to align the company with respected brand names, and provide top quality products intended to enhance the company's already admirable market share."

As part of the Valvoline brand name, Autotecnica will be supplying a group of extremely high quality products that will include a full line of Fuel, Transmission, Vacuum, and Heater hoses. This hose line is designed to meet the stringent quality standards required to carry the Valvoline name while complying with SAE standards, and will be produced in conjunction with a factory that has been manufacturing hose products for the O.E.M. market for over 20 years. Other products will include engine oil maintenance equipment and car care products, in addition to some of Autotecnica's existing novelty products.

The Rawlings line will be an extension of Autotecnica's current product line that will include a variety of custom designed Shift Knobs, Hitch Receivers and Neon Clocks. These products will allow them to reach the sports enthusiasts wanting to personalize their vehicle.

Autotecnica will also be featuring their all-new executive kit consisting of a stylish desk clock, SST coffee mug, calculator, and rotating logo key ring and letter opener all bearing the Rawlings names. This is a great gift item that is sure to appeal to the office dwelling sports fan.

About Autotecnica

Autotecnica offers OEM-quality styling accessories for many of today's most popular vehicles, including chrome trim products for the VW Beetle, Mini Cooper, Audi A4, PT Cruiser, Ford Focus, Honda Civic, Jeep Cherokee, GM Truck, Ford Truck, Dodge truck, and Cadillac Escalade. The company's high-value product line includes chrome exterior and interior dress-up accessories, shift knobs, racing pedals and more, under such popular brand names as EVO, TypeR, Targa, Carex Sports, Monza and Niken. Autotecnica focuses on providing the best possible customer service, while strongly supporting traditional automotive aftermarket distribution channels. For more information, contact Autotecnica Inc., Dept. __, P.O. Box 3566, Chatsworth, CA 91313, 800-515-6438 ext. 305, www.autotecnica.com



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