



## **Autotecnica Says "Come On Down" To Bob Barker Marketing & Sales And Selects Them As Their South Eastern Rep Agency**

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([PRWEB](#)) June 17, 2004 -- Autotecnica, a leader in performance and styling products, has selected Bob Barker Marketing and Sales (BBMS) as a manufacturer's rep agency. BBMS will provide coverage for Autotecnica in 8 southeastern states.

"We are very excited to have Bob Barker Marketing and Sales working for us in the southeastern region," says Alan D. Kantor, president and CEO of Autotecnica. "They have been representing some of the best companies since 1977 and we are happy to be joining their roster. They're out there making things happen and really growing aftermarket businesses. That's why they came highly recommended by their current clients, and we're very excited to be going forward with them and expecting great things."

"John Iannotte, V.P. sales and marketing for Bob Barker Marketing and Sales, performance and accessory Div. of N.A. Williams, Co. commented that his sales team are looking forward to the great opportunities that Autotecnica has to offer their customers. With all the different specialty niches that Autotecnica has products for, there is great profits from performance for any distributor that carries the product line. Autotecnica's R&D, and response to hot categories such as the PT Cruiser, Mini cooper, and automotive collectibles puts this manufacturer in the fore front with the avid enthusiasts of today's style driven market. Fun products for a fun market makes for a successful venture."

### **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](http://www.autotecnica.com).

### **About Bob Barker Marketing and Sales**

Bob Barker Marketing and Sales has been representing the finest performance and accessory lines in the automotive aftermarket since 1977. In 2001, BBMS merged with the N.A. Williams Co., one of the most reputable agencies in the Nation for over 75 years. The N.A. Williams Co. has specialty divisions now in every facet of the automotive aftermarket, with BBMS concentrating on Truck & SUV, Performance, Sport Compact, Jeep Specialty, and other niche markets that distribute performance, truck, and accessory items.

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