



KPA, TK Carsites Form Strategic Alliance

KPA and TK Carsites announced a strategic partnership today that combines the environmental, health, safety, and HR compliance and risk management services of KPA with the "front end" marketing and website development capabilities of TK Carsites.

Lafayette CO / Orange, CA ([PRWEB](#)) January 4, 2010 -- KPA and TK Carsites announced a strategic partnership today that combines the [environmental, health, safety](#), and [HR compliance and risk management](#) services of KPA with the "front end" marketing and website development capabilities of TK Carsites.

The partnership gives dealers solid options through trusted vendors within their field. KPA is the compliance leader with over 3000 dealers using their services to manage risk and cost, while TK Carsites has established itself as an award-winning marketing platform through which dealers can grow their business.

As part of the partnership, KPA will provide TK with growth capital and inclusion of TK's web services in the suite of services it markets to its dealer clients.

In the first move since the partnership was completed, TK Carsites purchased Hasai, LLC, a social media marketing firm with clients in the automotive and other industries. The purchase continues TK's investment into state-of-the-art social media and marketing services for their clients.

"We're in a situation that we've never been in before thanks to the partnership with KPA," said Richard Valenta, Chief Executive Officer at TK Carsites. "Integrating their strengths into ours will help both companies tap into opportunities previously inaccessible. With their financial strength, 3,000 dealers, and dealer association endorsements, we believe we will be able to quickly scale our services and provide great value to a broader set of clients, including large dealer groups."

For KPA, the partnership means being able to engage with current and future automotive clients with a more complete offering. Combining compliance services and human resource software with marketing products and services will help dealers to consolidate services to a few trusted providers.

"As a trusted partner of more than 3,000 clients for environment, safety, and HR services," said Vane Clayton, CEO of KPA, "we understand the need for dealerships to find a trusted partner for their internet marketing." "After extensive due diligence we found that TK Carsites is the right partner for dealerships to increase internet-related leads and sales by becoming a leader in search engine optimization ("SEO") and social media in their respective markets. TK's ability to improve a dealer's ranking in the major search engines and provide related auto and dealer information through social media for prospective buyers is un-matched in the industry," Vane Clayton continued.

At the [Orlando NADA Convention](#) in February, automotive dealers will learn firsthand how the partnership will benefit them. KPA and TK Carsites will be hosting training seminars on social media, SEO, lead-generation, wage and hour law, Department of Labor regulatory changes, and how to stay ahead of upcoming OSHA, EPA, and DOT regulations.

"For me, the most exciting aspect of the partnership is in exchanging best practice ideas," said JD Rucker, Chief Marketing Officer for TK Carsites. "With our combined strength in the automotive dealer market, we will be



able to provide even more value and return on investment to our clients through our strategic partnership."

About KPA

[KPA](#), founded in 1986, provides its clients compliance with state and federal law; risk reduction of accidents, fines, civil actions, and litigation while saving costs. Over 3000 clients trust KPA to provide the right combination of training, software, and expert advice. Endorsed by 24 national and state trade associations, KPA is the only provider of [EHS and HR compliance services and software](#) designed for the specific requirements of dealerships, manufacturers, and automotive services companies. KPA is owned by an investor group led by Wieggers Capital Partners.

For more information please visit www.kpaonline.com

About TK Carsites

TK Carsites, founded in 2002, is an automotive website design firm that specializes in website design, search engine optimization, social media strategy, and lead generation. They are a 5 time winner of best website/design provider in Auto Dealer Monthly "Dealers' Choice Awards" as well as being one of only two companies to be recognized with two "Automotive Search Marketing Architecture (ASMA) Awards" in 2009.

For more information please visit www.tkcarsites.com

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