



Heri Automotive, Inc.
22601 N. 19th Avenue, Suite 225, Phoenix, AZ 85027
Tel: 623-792-8511 • Fax: 623-792-8506

News Release
FOR IMMEDIATE RELEASE
September 9, 2011

**HERI AUTOMOTIVE RETAINS THE MARX GROUP FOR
MARKETING AND PUBLIC RELATIONS REPRESENTATION**

Phoenix, Ariz. -- [Heri Automotive](http://www.heriautomotive.com), a supplier of premium quality 100 percent new constant velocity (CV) drive axles to the North American aftermarket, has retained [The Marx Group](http://www.themarxgrp.com) for business development strategy and marketing communications and public relations programs. The Marx Group will support Heri Automotive with advertising, website development, social media, trade shows, collateral, news releases and in representing the company to industry trade publications.

"We are excited to partner with The Marx Group and to lean upon their vast knowledge of the aftermarket as we launch this new product line to the North American market," said Dick Adams, president, Heri Automotive.

With nearly 100 percent application coverage, Heri Automotive provides private label CV drive axles to leading national accounts and manufacturers, as well as its Heri branded product to international markets. To ensure a seamless and timely ordering and delivery process throughout North America, Heri Automotive provides full technical assistance, complete catalog services and new product development through strategically located distribution facilities in North America.

Heri Automotive's parent company was founded in 1986 and has a rich heritage in China as a major OE supplier. The company's state-of-the-art automotive R&D and manufacturing plant is fully integrated, ISO/TS 16949:2002 certified and has implemented green manufacturing practices. Heri Automotive has the newest CV manufacturing facility in China, complete with a state-of-the-art forging factory.

Based in San Rafael, Calif., with offices in New York, Chicago and Nashville, The Marx Group offers strategic business consulting, as well as full-service marketing communications and PR programs.

For more information about Heri Automotive, phone (623) 792-8511 or visit www.heriautomotive.com. For more information about The Marx Group, phone (415) 453-0844 or visit www.themarxgrp.com.



Scan here for more information on Heri Automotive:



Image Attached:

###

About Heri Automotive

Based in Phoenix, Arizona, Heri Automotive manufactures premium quality 100 percent new constant velocity (CV) drive axles that are competitively priced for the North American aftermarket. With nearly 100 percent application coverage, Heri Automotive provides customers with a seamless, timely ordering and delivery process through strategically located warehouses in New York City, Miami and coming soon to the West Coast. Founded in 1986, Heri Automotive's parent company is a major OE supplier that operates from a state-of-the-art production facility in China.

About The Marx Group

The Marx Group is a full-service business strategy and marketing communications firm offering a diverse range of marketing services, including research, business development strategies, lead generation programs, customer retention processes, advertising, websites, public relations, collateral, on-line marketing, tradeshow programs and interactive campaigns.

TMG began as an advertising and marketing agency in Southern California in 1984. Now based in San Rafael, the company has creative and account teams in New York, Chicago, Houston, Nashville and Los Angeles. TMG team members, each with a strong, proven track record, include strategists, account managers, public relations and media specialists, and an award-winning creative group for both print and on-line programs.

For Further Product/Service Information, Contact:



Tim Phillips, Executive Vice President
(623) 792-8511, ext. 3 • tim@heriautomotive.com

For Further PR Information, Contact:

Gary McCoy, PR Director
(847) 622-7228 • gmc coy@themarxgrp.com