

B&M AUTOMOTIVE GROUP NAMES KAHN MEDIA AGENCY OF RECORD FOR PR & SOCIAL MEDIA MARKETING

*Los Angeles based agency will promote iconic automotive brands including
Hurst Shifters, B&M Racing and Flowmaster Mufflers*



RESEDA, Calif. (Jan, 2012) – The B&M Automotive Group, which includes legendary high performance brands B&M Racing and Performance, Flowmaster Exhaust, Hurst Shifters, and Hurst Driveline Conversions (HDC), has engaged Kahn Media to assist with public relations and communications, including targeted outreach, social media marketing and special projects.

Los Angeles based Kahn Media, which has been working with the Flowmaster brand since 2010, will continue its work with the Santa Rosa, Calif. Based muffler company and will expand its support to include public relations, strategic B2B and B2C communications and marketing work for all four brands in the group. The Kahn Media team will work with B&M Automotive Group management on strategic planning initiatives, and the development and implementation of dynamic social media marketing campaigns to elevate brand visibility, increase sales and consumer awareness, promote the latest products and provide on-site event support.

“We have enjoyed working with Flowmaster, and are thrilled to add such historic, iconic automotive brands to our portfolio,” said Kahn Media president Dan Kahn. “Both Hurst and B&M are household names with rich histories in the racing and performance industry spanning more than half a century, and they have never stopped innovating. These companies helped found an entire industry. Telling their stories, through PR and Social Media, will be an honor.”

B&M Racing is headquartered in Chatsworth, Calif. and has been a pioneer in the racing and performance automatic transmission and shifter market since 1953. Today it focuses on developing automatic transmissions for the racing and high-tech enthusiast market.

Hurst Performance was founded in 1958 to answer the need for smoother shifts in high-performance vehicles, quickly becoming standard equipment on the fastest race cars in the country and eventually becoming Original Equipment on new vehicles –making Hurst America’s #1 Shifter. Today Hurst focuses on building the best manual transmission shifters in the world for new cars, race cars, and even cutting-edge paddle shift technology for modern supercars.

Flowmaster has nearly three decades of experience building products for high performance street, off-road and racing vehicles that improve horsepower, torque and mileage. Flowmaster, Inc. employs over 250 workers dedicated to building the highest quality U.S. made exhaust products available.

Kahn Media (www.KahnMedia.com) is based in Reseda, California and specializes in all things driven. With a deep understanding of the traditional media industry and the new media landscape, Kahn Media builds hybrid media campaigns that merge traditional PR campaigns with social media marketing programs that simultaneously increase brand awareness, improve sales and drive search engine optimization. Other Kahn Media clients include HRE Wheels, Hotchkis Suspension, Spectre Performance, Red Line Oil, Replay XD Cameras, Venchurs Inc., XPLORE Vehicles and more.

###

FOR IMMEDIATE RELEASE

Contact: Dan Kahn - Kahn Media
818/881-5246 Dan@KahnMedia.com