

Automotive Service Association®
P R E S S R E L E A S E

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ASA Announces Strategic Partnership with BG Products
Series of education courses available to ASA members

BEDFORD, TEXAS, *Aug. 11, 2009* – The Automotive Service Association (ASA) is pleased to announce a new strategic partnership with BG Products, Inc. This education and training initiative establishes BG Products as an ASA-recognized training provider. Through the agreement, BG Products now offers ASA members access to the BG/ASA Service Success Curriculum, a series of instructor-led courses covering a variety of technical and management topics.

“Working with BG Products has always been a positive and rewarding experience. This strategic partnership solidifies our relationship and is expected to be mutually beneficial for both organizations,” said Bill Haas, ASA’s vice president of education and training.

ASA-branded course material provided by BG Products designates that the Service Success curriculum has a level of relevancy to the general ASA membership and should be beneficial to automotive business owners and their employees.

“Training and education are key elements in BG’s market strategy and we deliver those elements to our customers,” said Peter Berlo, BG’s manager of domestic distributor development. “This partnership promotes market diversity within the BG organization and will help us take our business to the next level with independent shops.”

Through BG Products’ education arm, “BG University,” the company helps automotive professionals achieve the mutual goal to provide their customers with valuable, reliable and effective maintenance services. BG’s headquarters and manufacturing facility are located in Wichita, Kan.

To learn more about ASA’s recognized training provider agreements – currently

available to ASA associate members – or to inquire about the BG University curriculum available to ASA members, call Haas at (800) ASA-SHOP (272-7467), ext. 222, or send an e-mail message to billh@asashop.org.

About BG Products

In partnership with an international network of distributors, BG Products Inc. serves the driving public with innovative products and proven programs of automotive maintenance. In a recent national survey, repair businesses said they use BG as their supplier of fluid maintenance service products and equipment by a margin of nearly 3 to 1 over any other supplier, including OEMs. To find your local BG distributor, go to bgprod.com/distloc.

About ASA

The Automotive Service Association is the largest not-for-profit trade association of its kind dedicated to and governed by independent automotive service and repair professionals. ASA serves an international membership base that includes numerous affiliate, state and chapter groups from both the mechanical and collision repair segments of the automotive service industry. ASA's headquarters is in Bedford, Texas.

ASA advances professionalism and excellence in the automotive repair industry through education, representation and member services. For additional information about ASA, including past news releases, go to www.ASAshop.org, or visit ASA's legislative Web site at www.TakingTheHill.com.

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