



BG Products, Inc.

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FOR IMMEDIATE RELEASE

BG PRODUCTS, INC., PARTNERS WITH AMERICAN SUZUKI

WICHITA, Kan.—May 18, 2010—BG Products, Inc., entered into an agreement with American Suzuki Motor Corporation (ASMC), effective April 1, 2010.

ASMC pursued a program to improve customer retention and increase profits through on-the-job training. ASMC chose BG for its knowledge and experience with training; BG professionals have been on the service drive for nearly four decades. In BG's first affiliation of this type with an Original Equipment Manufacturer, BG will bear an "Exclusive Vendor" status with preference to ASMC Automotive dealers nationwide. Through its network of distributors, BG will provide fluid products, equipment and training to ASMC dealers to create awareness among dealer service departments on proper maintenance for consumer vehicles.

"Due to the increased age of vehicles on the road today, consumer loyalty brought on by regular maintenance is more important than ever to ASMC dealers. BG's preventive maintenance services will keep vehicles on the road—backed by BG's Lifetime Protection Plan, covering component failure for the life of the vehicle," says Darin Greseth, president of BG Products, Inc.

The Brea, Calif.–based Operations of American Suzuki Motor Corporation (ASMC) was founded in 1963 by parent company Suzuki Motor Corporation (SMC) and currently markets its vehicles in the United States through a network of approximately 400 automotive dealerships. In 2008, SMC sold more than 2 million new cars and trucks. Founded in 1909 and incorporated in 1920, SMC has operations in 196 countries and regions. For more information, visit www.media.suzuki.com.

BG Products, Inc., is dedicated to making vehicles last longer and perform better. In partnership with an international network of distributors, BG serves the driving public with innovative products and proven programs of automotive maintenance. In a recent national survey, dealerships said they use BG Products as their supplier of fluid maintenance service products and equipment by a margin of nearly 3 to 1 over any other supplier. To find a BG shop near you, go to bgfindashop.com.

For additional information, contact:

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