



# PRESS RELEASE

FOR IMMEDIATE RELEASE

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## **BBB INDUSTRIES ANNOUNCES JOHN BOYER AS VICE PRESIDENT – PRODUCT & CATEGORY MANAGEMENT**

Daphne, AL - BBB Industries, a leading remanufacturer and distributor of automotive parts in the North American aftermarket, is pleased to announce the appointment of automotive industry veteran John Boyer as Vice President – Product and Category Management, effective immediately.

John will report to Don Bigler, BBB Industries Chief Executive Officer, and will lead the company's product management efforts across all product line categories.

Commenting on the appointment, Don said: "We are delighted to have John join our senior leadership team. John brings significant industry knowledge and experience that will help drive and support BBB Industries' continued growth".

John has 25 years of experience leading automotive parts manufacturing, distribution and retail businesses to higher levels of performance and growth in branded replacement part categories for OEM and aftermarket customers. He joins BBB from Airtex Products where he was Vice President of Sales and also led their product development team. Prior to this, John spent over ten years with AutoZone as Director of Merchandising and Category Manager. He holds a BS degree in Mechanical Engineering Technology from Southern Illinois University.

***BBB Industries, LLC** is an industry leader in the remanufacturing of alternators and starters to the automotive, medium and heavy-duty truck, industrial, agriculture, small engine and other markets. The company's undercar division remanufactures power steering products for the automotive OE and aftermarkets and brake calipers for automotive, light duty and medium duty applications. Headquartered in Mobile, Alabama, BBB Industries is committed to producing products with the right fit, at the right price, and at the right time. BBB Industries supplies superior-quality products through a network of more than 1,000 dealer locations. Additional information is available at [www.bbbind.com](http://www.bbbind.com).*

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