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RELEASE:
Immediate
December 2, 2009

J. SIMMS AGENCY BURSTS INTO AUTOMOTIVE MARKETING WITH THREE NEW CLIENTS

j. simms agency has announced a new specialization in the automotive industry with the addition of RDP Motorsport, NOS Parts and Best of Show Automotive.

The full-service public relations and marketing firm is conducting a national exposure campaign for RDP Motorsport to include media and government relations, media buying and management, and sponsorship design and acquisition. Known for 'turning ordinary cars into extraordinary cars,' RDP Motorsport is an automotive performance shop that works on all brands and ages of cars to make serious performance improvements and appearance enhancements.

Best of Show Automotive is a classic car restoration and detailing expert out of Mentor, Ohio. It provides an array of services for personal classic, muscle or sports cars, as well as restores and sells muscle and high-performance cars from its world-class 60,000-square-foot showroom, called the Mentor Museum of Speed. j. simms has been contracted to assist in

securing sponsorship, group sales and corporate event revenue for both Best of Show Automotive and its Mentor Museum of Speed.

In the automotive world, NOS is a commonly used abbreviation for new old stock, or old parts for obsolete equipment that have never been sold at retail. NOS Parts is the premier online retailer for NOS and American-made replacement parts for Harley-Davidson motorcycles with more than 25,000 part numbers in stock. For this client, j. simms has been commissioned to secure sponsorship and partnership marketing arrangements.

Founded in 1995, j. simms agency is based in San Diego, Calif. and has recently opened offices in Cleveland, Ohio and Raleigh, N.C. The firm serves a host of clients in the hospitality, consumer products and real estate industries, as well as non-profit organizations. It provides complete integrated marketing services, covering all aspects of new and traditional media. More information can be reached by visiting jsimmsagency.com.

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