

Brake Parts Inc Introduces Raybestos Canada on Social Media

MCHENRY, III. – Jan. 14, 2015 – Brake Parts Inc has expanded its Raybestos® social media program, adding Raybestos Canada on Facebook and Twitter.

“We are very excited about our new Raybestos Canada social media presence,” said Robert Pitt vice president, sales and global business development, Brake Parts Inc. “By utilizing two very popular social media platforms, we can easily share market-specific information with our valued Canadian customers, enhancing our overall communications program.”

The new Raybestos Canada Facebook page (www.facebook.com/RaybestosCanada) and Twitter feed (www.twitter.com/RaybestosCanada) feature information pertinent to industry professionals in Canada, including company news, helpful tips, special promotional contests and product information, including the innovative Element3™ brake pads with Enhanced Hybrid Technology (EHT™).

“Social media is widely used in Canada,” continued Pitt. “Statistics from Facebook show that more than half of the Canadian population logs onto Facebook at least once every month and daily usage is higher than both the global and United States averages. We encourage automotive professionals and interested Canadians to log on and follow Raybestos Canada.”