



**BRAKE PARTS INC**

**NEWS RELEASE**  
*For Immediate Release*

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## **Brake Parts Inc Adds Brian Kirts as Director of Retail Accounts**

**MCHEMRY, III. – May 5, 2015** –Brian Kirts has joined Brake Parts Inc (BPI) as director of retail accounts, it was announced today by Bruce Tartaglione, senior vice president of global sales and marketing.

In his new position, Kirts is responsible for a broad range of duties, including identification of new customers, customer acquisition, proposal and contract management, customer/account management and development, sales planning and forecasting.

“We welcome Brian to the Brake Parts Inc team and are pleased to have him on board as our new director of retail accounts,” said Tartaglione. “He brings to his new position a strong background in sales and product management which will prove to be beneficial as he works with our customers to help grow their brake business.”

Kirts most recently served as international sales manager for Robert Bosch LLC in Broadview, Ill. where he built relationships with distributors in more than 30 countries. He previously served as group product manager for Bosch and director, global marketing and sales for Morse Automotive. Early in his career, Kirts worked as a governmental affairs manager and spent two years as a United States Peace Corps volunteer in Paraguay. He earned a bachelor of science degree in economics from Miami University and his master’s degree in public affairs from Indiana University.

### **About Brake Parts Inc**

Brake Parts Inc (BPI) is committed to leading the global automotive aftermarket as the premier manufacturer and supplier of brake system components. The company’s primary focus is the growth and profitability of its customers through a collaborative platform of quality, innovation, dedication and integrity. BPI has a demonstrated commitment to research, development and testing of its entire product offering, including friction, rotors, drums, calipers and hydraulic products, ensuring that they meet or exceed original equipment fit, form and function requirements. For more information, visit [www.brakepartsinc.com](http://www.brakepartsinc.com).

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