

Raybestos Brand Brakes Expands Social Media Program

MCHENRY, III. - August 13, 2014 – Raybestos® brand brakes has expanded its social media program with a new Facebook page and Twitter feed for automotive service professionals and other important industry audiences.

“Social media is another way for us to directly communicate with and hear from our loyal professional customers, so we added Facebook and Twitter just for them,” said Kristin Grons, marketing manager for Brake Parts Inc. “These popular platforms allow us to share news, provide product information, interact with our customers and introduce Raybestos to a new generation of repair professionals.”

The new Raybestos Facebook page and Twitter feed features information especially for industry professionals, including company news, product information, helpful tips and special promotional contests like the Raybestos 1971 Chevrolet Camaro RS “G-Machine,” featuring the innovative new Element3™ brake pads with Enhanced Hybrid Technology (EHT™).

“We are very pleased with how quickly our new Raybestos social media community is growing and welcome all auto care professionals to join the conversation,” said Grons.