

Avon Automotive Introduces Revised Website

PR NEWSWIRE

Posted: 2007-11-02 08:04:26

CADILLAC, Mich., Nov. 2 /PRNewswire/ -- Avon Automotive, a leading global supplier of low-pressure hoses for air-induction, fuel and coolant systems, as well as vibration-management products, has substantially expanded and updated its website at www.avonauto.com.

New additions to the website, which went live November 1, 2007, include a Non-Automotive section, which highlights products and services for the heavy truck, small engine, agricultural, industrial and recreational vehicle industries. In addition, the website includes new sections that provide a global footprint, leadership profiles, multi-media presentations, and employment information.

"The new website better reflects our products and caters to a larger customer base," said Birgit Villeminey, vice president of Sales and Marketing. "It also now addresses a very important and growing part of our business, the non-automotive market, with product descriptions and information designed for these customers."

The new site will accommodate future products and company expansion.

Headquartered in Cadillac, Mich., Avon Automotive is a leading global supplier of low-pressure hoses for air-induction, fuel and coolant systems, as well as vibration management products. The company serves a diversified customer base within original equipment manufacturers, heavy truck, small engine and recreational vehicle markets. Avon generates annual revenues of approximately \$350 million at 11 manufacturing facilities in nine countries. The company has nearly 3,500 employees. Avon Automotive North American Sales headquarters is in Farmington Hills, Michigan.

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11/02/2007 07:00 ET