



## **Automotive Industry Action Group selects The Quell Group**

May 4, 2010

Troy, Mich.—The Automotive Industry Action Group (AIAG) has selected The Quell Group for branding and strategic communications services. AIAG is a non-profit organization that provides education, resources and services to the automotive industry on issues such as manufacturing and supply chain management. The Quell Group will develop branding and communications to help AIAG reach its members and target other industries, such as health care.