

**FOR:** The Quell Group

**CONTACT:** Lauren Kiehler  
The Quell Group  
248.649.8900  
lkiehler@quell.com

**NOVEM RETAINS THE QUELL GROUP  
FOR INTEGRATED MARKETING SERVICES**

**FOR RELEASE**

**TROY, Mich., October 24, 2008** — German auto supplier Novem Car Interior Design, the world's leading provider of wood interior trim for cars, trucks and utility vehicles, has retained The Quell Group to develop and implement an integrated marketing communications plan to launch their TruWood product line to the automotive community in North America.

TruWood, which is Novem's first branded product, is a real wood automotive trim that is priced competitively with the fake wood parts used on hundreds of thousands of mainstream vehicles in the United States. The Quell Group advised Novem on positioning and branding TruWood, developed sales kits and presentation materials, and executed the public relations launch campaign.

"We had several communications challenges to address in the TruWood launch," said Andrea Long, Novem sales manager. "Historically, only luxury brands could afford to work with real wood and most applications have been very conservative. The Quell Group helped us demonstrate to program managers in the heart of the market that real wood can be remarkably affordable and show designers that TruWood can help them express their brands in new and exciting ways."

Novem is a global supplier of high-quality decorative components and functional elements for vehicle interiors. The company, with headquarters in Vorbach, Germany, is the world's number one source for fine wood decorative components. Its customers include nearly all of the world's major automotive manufacturers. Novem currently employs approximately 3,700 staff in 11 worldwide locations, including Canton, Mich.

As Michigan's leading integrated brand communications firm, The Quell Group provides strategic branding and market positioning services including public relations, new media and design. Founded in 1994, the firm helps companies *Unknot*, *Align* and *Market*<sup>TM</sup> their unique value. Quell also provides training; interactive and web; issues management; and event marketing services. For more information, visit [www.quell.com](http://www.quell.com).

###