

FOR: The Quell Group

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

FOR RELEASE

**TI AUTOMOTIVE RETAINS THE QUELL GROUP FOR
ALL COMMUNICATIONS AND MARKETING ACTIVITIES**

TROY, Mich., June 17, 2009 — TI Automotive, the world's leading supplier of fluid storage and delivery systems, has retained The Quell Group to develop and execute the company's global marketing and communications activities. With headquarters in Warren, Mich., Heidelberg, Germany, and Oxford, England, TI Automotive employs more than 16,000 people at more than 100 facilities in 27 countries with annual sales of \$2.8 billion.

"We needed a strategic communications partner with a clear understanding of the global automotive supplier industry," said Bill Kozyra, chairman and CEO of TI Automotive. "Quell has the right experience, and can handle all aspects of our communication needs – internal, external, Web, advertising and marketing. Our industry has changed and it is even more critical now for us to market our technology to multiple industries and establish a clear leadership position in this new landscape."

As the Midwest's leading integrated brand communications firm, The Quell Group develops and integrates branding and market positioning strategies with marketing and public relations services to achieve organizational goals. Founded in 1994, the firm provides proprietary diagnostic tools to help companies *Unknot*, *Align* and *Market*™ their value proposition. Quell also provides its clients with training; interactive and web; and event and design services. quell.com.

###