



est. 1964

FOR IMMEDIATE RELEASE

For more information, call (816) 960-5658 or email mediarelations@bradv.com

Soave Automotive Group Gears Up with Bernstein-Rein

KANSAS CITY, MO. – Soave Enterprises, a privately held, Detroit-based company with holdings in dozens of companies, has moved agency of record duties for its automotive group to independent marketing and communications firm Bernstein-Rein without a review.

Scope of services will include creative, media, digital, database analytics, and events and promotions for Aristocrat Motors, Mercedes-Benz of Kansas City, Independence Honda and Mercedes-Benz of Progress Point. Agency responsibilities begin March 1, 2010. The account was most recently with Muller Bressler + Brown, Kansas City.

Soave Automotive Group has a dozen franchises in four locations in Kansas and Missouri with new and used vehicles ranging from luxury models Jaguar, Land Rover, Maserati, Mercedes-Benz and Porsche to Honda and Smart Car. At Aristocrat Motors, customers are able to test drive 19 different sport utility vehicles from one location.

“We are proud to forge a partnership with Soave Automotive Group,” said Steve Bernstein, president, Bernstein-Rein. “We have a proud history of working with retailers, and we understand the core issues they face — not only the importance of a coordinated effort but also the ability to nuance and scale from business to business. We welcome the opportunity to leverage our full range of capabilities to drive traffic and deliver results for Soave.”

“We chose Bernstein-Rein for its integrated approach to brand communications as well as its deep understanding of our company, our category and our communications challenges,” said Marion Battaglia, president, Soave Automotive Group, and general manager, Aristocrat Motors. “BR shares our passion for retail and compelling, results-driven creative. And the entrepreneurial nature of its people makes it a great fit with our culture. We look forward to the growth we will achieve together.”

About Soave Automotive Group:

Soave Enterprises, a Detroit-based holding company, entered automotive retailing 15 years ago with the acquisition of a Lincoln-Mercury franchise in Independence, Missouri. Since that first acquisition, the Soave Automotive Group has grown to a dozen franchises in four locations in Kansas and Missouri. From the luxury brands of Mercedes-Benz, Jaguar and Porsche retailed by Aristocrat Motors and Mercedes-Benz of Kansas City, to the sporty and economical Honda models sold by Independence Honda, this group's talented employees offer the one thing all customers deserve and expect: excellent customer service.

About Bernstein-Rein:

Grounded in the agency philosophy of “Be Real,” Bernstein-Rein is the agency and marketing partner that provides real consumer insights, real creative solutions that inspire consumers to act, and real results for its clients. Established in 1964, Bernstein-Rein was named one of the top 10 branding agencies of 2009 by *Advertising Age*. Go to bernsteinrein.com to see a list of clients and award-winning work.

#

bernstein-rein - 4600 madison avenue
kansas city, missouri 64112

816

phone
756 0640

fax
933 6000

bernsteinrein.com