



February 6, 2017

Letter of Recommendation:

Marketing Solutions Group

1. **High Level of Professionalism.** Pro-King uses several rep agencies in the Automotive Aftermarket. You will not find a firm with a better knowledge of the Automotive Aftermarket. Marketing Solutions Group has strong relationships that drive sales. They present well not only in person, but in preparation, customer presentations, and in developing solutions to sell your product.
2. **They SELL.** Many companies can get you a meeting – Marketing Solutions Group will sell your product and help you close the deal as a participant through the entire process.
3. **They INCREASE your sales.** Complete analytics, true category management, Vendor portal support, and field level support are some of the value adds not offered by most of their peers.
4. **They are relationship builders.** Not just with you, not just with the customer, but also within the key departments in our company and the customer.
5. **They are competitive.** MSG not only likes to win, they compete to win. They are a driven team that produces results.

I hope this helps in your assessment of Marketing Solutions Group. I think you will find that there is no other company that can match all of the above statements, yet alone excel at all of them.

Sincerely,

Blake Deavers
Director of Sales
Pro-King Automotive Products

Pro-King is an industry leader in providing transmission and driveline solutions to the aftermarket with more than 50 years' of proven history and experience.

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