

XM Publications Available at Auto Value/Bumper to Bumper

MEMPHIS, TN – Xceleration Media Group® (www.xcelerationmedia.com), a leading automotive aftermarket multi-channel media company, announces another valuable distribution partnership. All four of its print titles (*Power and Performance News*, *Drag Racing Scene*, *Street Rod Life*, and *OneDirt*) will now be available at many Auto Value/Bumper to Bumper stores in the Midwest.

Xceleration Media Director of Operations Shawn Brereton said the agreement is part of XM’s direct distribution strategy developed to ensure top quality readership and eliminate the waste of traditional distribution models.

“From the beginning, our distribution strategy has been to make sure every magazine is placed directly in the hands of an interested and qualified enthusiast – not collecting dust on a newsstand shelf and eventually discarded,” he said. “We have worked very hard to establish the largest and most targeted distribution network of car shows, hot rod shops, races, and other enthusiast events, as well as partner companies who use them as value-add to their customers. It separates us from all other publishers, and it is producing exceptional results for our partners.”

“Although some people choose to subscribe and get it delivered to their door as part of our membership club, others just wanted to know where they could pick them up,” he continued. “Because we want the magazine as accessible as possible, we have been looking for qualified companies that interact with our target readers. We felt that Auto Performance, parent company to Auto Value and Bumper to Bumper, provides us with a terrific retail footprint to reach hardcore enthusiasts.”

Nate Wolff, manager of Auto Performance, sees the benefit to his company and customers.



“We just finished up two weeks of performance meetings where we visited different regions and took the magazines along to gauge interest from our members,” Wolff said. “They loved them, and we see them as a way to increase repeat store traffic as well as increasing performance sales – which is what we all want! We think they’ll go over great with our customers.”

Look for XM magazines in an Auto Value or Bumper to Bumper store near you starting in April.

About Auto Value/Bumper to Bumper

Auto Value and Bumper to Bumper Parts Stores and Certified Service Centers are a part of the Aftermarket Auto Parts Alliance, one of the largest auto parts distribution networks in the world. With over 50 shareholders selling automotive products through over 140 distribution centers, 2,300 parts stores, and 2,900 certified service centers across North America, Auto Value and Bumper to Bumper deliver over 1.9 million quality replacement auto parts and accessories as well as value-added services to the automotive aftermarket.

About Xceleration Media Group®

Xceleration Media Group® is an automotive focused, multi-channel relationship marketing company at the forefront of today’s changing media landscape. With properties in five major automotive/motorsports segments, Xceleration Media Group® uses a variety of innovative delivery channels to ensure its hard-hitting technical content reaches high-value enthusiasts, racers, and hobbyists. Visit us online at xcelerationmedia.com or on YouTube at youtube.com/xcelerationmedia.

Media Contact: sales@xcelerationmedia.com, 901-260-5910