

Agency Overview

SiefkesPetit Communications specializes in writing and public relations for commercial transportation and off-highway vehicle markets. Since 1991, we've helped clients build the integrity of their brand and get the attention they deserve.

Team

We're the most experienced and connected account crew in the business, providing instant credibility and traction with journalists and other audiences. We offer technical competence, great relationships, and clear writing. You won't lose time or money while your PR agency learns a complex business with a language all its own.

Clients

Our clients range from Fortune 500 companies to emerging ventures, each with the goal of reaching decision-makers in trucking and off-highway vehicle markets. We're the agency of record for most and work project-by-project for others. Our first client, Kenworth, is still with us today, and we're proud to say we've never lost a client because they were unhappy with our work. Current clients include:

ArvinMeritor	MSM Group of Companies	Red Dot
Freight Wing	National Purchasing Partners	TFS Group
Goodyear	PACCAR Leasing	Webasto
Kenworth	PACCAR Parts	

Services

Writing and public relations aren't just items on a long list of services we offer. They're what we do best. We use a combination of tools to develop communications programs that get measurable results:

- Press Release Writing and Distribution
- Testimonials
- Technical Writing and Editing
- Social Media Campaigning
- White Papers and Case Studies
- Speeches and Presentations
- Media Relations
- Podcasting
- Online Newsroom Development
- Internal, Dealer, and Distributor Communications
- Company Newsletters and Magazines
- Position Papers and Editorials
- Print Collateral
- Audience Research and Share of Voice
- Media Hosting and Event Planning

The Right Firm

SiefkesPetit is the right firm for any company that wants a no-nonsense communications partner who understands commercial-vehicle and heavy-equipment markets. There's no one else like us:

- **Connected:** SiefkesPetit is consistently cited by senior editors and writers as the most effective PR firm in the business. We're seen as a reliable source of stories, ideas, and trends.
- **Experienced and Focused:** There are no "junior" people or layers of management here. You get senior-level strategic thinking.
- **Your Creative Source:** SiefkesPetit works with a stable of photographers, graphic artists, and other creative professionals who have the same high standards as we do.
- **Responsive and Ready:** The best results are driven by strategies and tactics mapped out over the long haul. But when you call we know you'll have jobs that need to be done quickly. We're nimble enough to work both tracks.
- **We're Social:** We use every opportunity to get the word out, including Twitter (@truckpr), Flickr (flickr.com/photos/truckpr), and our TruckPR client newsrooms (truckpr.com).

A Good Match

If you're considering using a PR firm or communications agency to reach transportation or industrial markets, let's talk about what makes a successful relationship. Call Doug Siefkes or Stephen Petit at 425-392-2611.



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