

Agency Overview

SiefkesPetit Communications is a public relations firm specializing in commercial transportation and off-highway vehicle markets. Since 1991, we've worked side by side with clients to build the integrity of their brand, spread the word about what they do, and make sure their stories 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. We offer technical competence, clear writing, and 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:

ArvinMeritor	PACCAR Leasing	Teleflex
Goodyear Commercial Tire	PACCAR Parts	TFS Group
Kenworth	Red Dot	TruckWeight
MSM Group of Companies	Strong Industries	

Services

Public relations isn't just an item on a long list of services we offer. It's what we do best. We use a combination of tools to develop PR programs that get measurable results:

- Strategic Planning
- Customer Testimonials
- White Papers and Case Studies
- Speeches
- Print Collateral
- Online Newsroom Development
- Podcasting
- Media Relations
- Product and Service Promotion
- Internal, Dealer, and Distributor Communications
- Editorials and Commentary
- Company Newsletters and Magazines
- Media Hosting and Event Planning
- Audience Research and Share of Voice

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 public relations 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.

A Good Match

If you're considering using a public relations 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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