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### **LyonShare Marketing to Serve Automotive Aftermarket company**

Honey Brook, PA – MRT Pro recently announced their selection of LyonShare Marketing to help solidify their position in the automotive aftermarket industry. LyonShare Marketing will assist MRT Pro with branding the company as an industry leader in the new AAIA industry standards and catalog database conversion.

MRT Pro is an automotive aftermarket technical consulting company, focused on developing custom software solutions for mid- to large-size companies and offering general technology consulting services to companies of all sizes. MRT Pro can either develop a custom software solution or help an auto aftermarket company choose an off-the-shelf version, convert catalog data to the new AAIA industry standards, educate companies on the standards, and migrate data from an old system to a new one. The company is located in the suburbs of Philadelphia offering services to companies throughout the country.

Vicki Lyon, President of LyonShare Marketing remarks, “We appreciate the opportunity to utilize our marketing expertise in an industry we have not worked within before. Our goal is help MRT Pro expand their business while ensuring their brand and services are readily known throughout the automotive aftermarket Industry.”

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LyonShare Marketing is a full-service marketing firm dedicated to a *Get Real! Marketing™* philosophy, delivering the results companies need to survive...and thrive without “cookie cutter” approaches. Since 2004 LyonShare has serviced business-to-business and direct-to-consumer client marketing needs by offering fresh ideas and creativity, without the fluff. LyonShare offers the same services traditionally found at large advertising agencies for a fraction of the time and cost.