



KIRKER AUTOMOTIVE FINISHES RELAUNCHES WEB SITE WITH MORE ROBUST TECHNICAL CONTENT, SLEEK DESIGN

**NEW SITE BECOMES MORE VALUABLE ONLINE RESOURCE FOR
END-USERS, WHILE REINFORCING OVERALL BRAND IDENTITY**

NEWBURGH, NY – Responding to ever-increasing demand for detailed technical support and product information, Kirker Automotive Finishes today announced the launch of its new and improved Web site, www.KirkerAutomotive.com. With an all-new design, the site features more extensive and detailed content than before, offering visitors a much more stimulating – and valuable – experience.

Kirker Automotive Finishes is quickly becoming America's first choice in low-cost automotive and fleet refinish materials, and that means a significant increase in the number of technical inquiries received from end-users all across the country. To satisfy those questions with easy-to-find answers that are just as easy to understand, the company built an online Technical Center.

This important resource can be accessed easily thanks to its prominent placement on the new site. It includes detailed technical data sheets for the entire Kirker product line as well as a new quick reference guide, troubleshooting tips for some common application mistakes, an FAQ section and more. Of course, for those with unique questions, contact information for Kirker's live tech support team is still just a click away.

With so much additional content added to www.KirkerAutomotive.com, the company worked hard to ensure each user's experience will be as compelling as the information is comprehensive. This means more dynamic graphics and a design that is easy to navigate and more visually appealing than before. The site also includes product highlights, company news and an "About Kirker" page, all of which help to reinforce the brand's identity and further legitimize the Kirker name, which – although more than 100 years old – is still unfamiliar in some markets.

About Kirker Automotive Finishes

A division of Coventry Coatings Corp., Kirker Automotive Finishes makes a complete range of automotive and fleet refinish products including factory-packaged enamel and urethane paints, primers, clears and other related items. Kirker also maintains a significant private-label program.