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[For immediate release]

Tony Candela is excited to announce the launch of his company – *Candela Sales & Marketing*. Candela Sales & Marketing is a service company founded to provide sales & marketing solutions to clients of all sizes – manufacturers, distributors, rep firms, retailers, expeditors, etc. Candela will focus his efforts on the aftermarket automotive industry, catering to clients in the automotive electronics and high performance sectors.

Candela has been part of the aftermarket automotive industry for nearly 20 years. After years as a hobbyist, his professional career began in Joplin, MO as a car audio installer in 1989. In his time in the industry, Candela spent 9 years in retail, 4 years as a manufacturer’s rep, and 6 years in regional sales – he intends to draw on this experience to deliver results to his clients. Over the years, industry moves have taken Candela to Little Rock, AR, Dallas, TX, and Phoenix, AZ where he resides currently. “I’ve spent many years in the 12 volt industry and overall, it has been very good to my family and I. It’s no secret that it’s tough in the aftermarket currently, but this is an excellent time for me to launch my company,” said Candela.

In these difficult times, Candela believes that he has much to offer prospective clients. “The aftermarket will continue to be challenging, but opportunities exist for those that are able to recognize them and act upon them. Nothing is the same as it was – everything has changed,” said Candela in regards. Candela continued, “My Company will help clients to identify opportunities and to put a game plan together to capitalize on them. In addition, Candela Sales & Marketing will allow me to offer my clients cost effective solutions to the challenges they face.”

Candela recently authored a book, titled [Automotive Wiring and Electrical Systems](#) . The book is being published by [CarTech Books](#) and is currently at the printers. It is scheduled to hit book store shelves in April, and is already offered for sale on the internet. Candela had the following to say in regards to the book, “As an auto enthusiast, I meet lots of other auto enthusiasts. Over the years, I began to realize that most of them have one thing in common – wiring is their least favorite part of any automotive project! In December of 2007, I entered into contract with CarTech to write a book on this topic. I wrote it so that the hands-on enthusiast had access to a title that explained this complex topic in laymen’s terms. Interestingly enough, this effort has already opened up many opportunities for me and eventually led me to found Candela Sales & Marketing.”

If you’d like to know more, contact Tony Candela directly at (602) 999-0942 or tony@candela-sales.com. You can learn more about Candela, his background, and his qualifications by visiting his [LinkedIn](#) page.



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