

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

You won't lose time or money while your PR agency learns a complex business with a language all its own. We're experienced and connected, providing instant credibility and traction with journalists and other audiences.

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:

Kenworth	Polar Corp.	DAT	PACCAR Leasing
Freight Wing	Red Dot	TFS Group	TRP Parts
PACCAR Parts	PACCAR Financial	Xantrex	ShorePower

Services

We offer technical competence, great relationships, clear writing, and a combination of communications elements:

Press release writing and distribution	Online content and newsroom development
Testimonials	Internal, Dealer, and Distributor Communications
Technical writing and editing	Newsletters and magazines
Social media campaigning	Position papers and editorials
White papers and case studies	Audience research and share of voice
Speeches and presentations	Media hosting and event planning
Media relations	Podcasting

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 and experience.
- **Your creative source:** We work 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 come from 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 or communications firm 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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