

# Subaru of Gwinnett Renews Studio Naming Rights Partnership with Business RadioX

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is excited to announce that [Subaru of Gwinnett](#) will continue to serve as the Official Naming Rights Partner for the Business RadioX studio located in Duluth, GA. All shows from Gwinnett will continue to air from the "Subaru of Gwinnett Studio". Subaru of Gwinnett has owned the exclusive studio naming rights for almost five years and the new deal extends those rights through December 2019. As part of the renewal, Subaru of Gwinnett will continue to receive advertising, marketing and business development benefits including exposure and branding throughout the studio's

digital and social media platforms, in-studio signage, live on-air mentions and recognition, off-site exposure, and more.



Over 1,500 local business leaders have been interviewed in the Gwinnett studio since 2012. The Gwinnett studio is home to some of the most-popular and longest-running shows on Business RadioX including "Silver Lining in the Cloud", "The Tiffany Krumins Show", "Strategic Insights Radio", "Wealth Matters" and the studio's signature show "Gwinnett Business Radio". Others shows that currently originate from the studio include "TravelSafely with Bryan Mulligan", "Case in Point", "Leader Dialogue", "Shut Up and Eat!" and the Gwinnett Chamber's popular radio show/podcast "Member Spotlight".

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Our partnership over the years has allowed us to give a voice to the business community, grow our audience, and share so many positive stories about Gwinnett.”

*Mike Sammond*

“This is just another example of how Subaru of Gwinnett continues to support the business community,” said Mike

Sammond, the Operator and CEO of Gwinnett Business RadioX. “Our partnership over the years has allowed us to give a voice to the business community, grow our audience, and share so many positive stories about Gwinnett.”

“With this commitment, Subaru of Gwinnett will have enjoyed a 5-year B2B partnership with Business RadioX,” said Steve Kendrick, the Executive General Manager of Subaru of Gwinnett. “Our partnership has given Subaru of Gwinnett great awareness within the business community and we are excited about our continued partnership.”

#### About Subaru of Gwinnett:

Located in Duluth, GA, Subaru of Gwinnett offers a great selection of new and used Subaru cars. Subaru of Gwinnett doesn't just sell cars, they provide a complete car buying experience. They provide customers with everything from Subaru repair services and Subaru auto parts sales to car loan and lease financing. Visit them at 2920 Satellite Blvd and let them show you how easy the car buying experience can be. For more information, visit [www.SubaruOfGwinnett.com](http://www.SubaruOfGwinnett.com).

#### About Business RadioX:

The nation's fastest-growing B2B radio network, Business RadioX allows businesses to "Get the Word Out" about the great work they're doing for their market, their community, and their profession. Interviewing local business leaders every day in their studios across the country, Business RadioX offers a "pro-business" slant and a long-form interview format where guests don't have to worry about being ambushed or talking in "sound bites". Business RadioX hosts are business professionals interviewing their peers, drilling down on the critical issues, and delivering practical information to an engaged audience. For more information, visit [www.BusinessRadioX.com](http://www.BusinessRadioX.com).

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