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**Sangsin Brake Welcomes Sonny Riddle as the Director of Sales  
for Sangsin Brake America**

DULUTH, GA (October 23, 2018) – Sonny Riddle has joined Sangsin Brake as the Director of Sales for Sangsin Brake America, according to Jeff Coggins, Vice President of Sangsin Brake America.

“We welcome Sonny to the Sangsin Brake organization and are very pleased to have him on board as the Director of Sales for Sangsin Brake America,” said Coggins. “Sonny has forged many strong connections in the automotive aftermarket, in a career that has spanned decades. His presence solidifies our product category and Sangsin Brake’s commitment to the North American Automotive Aftermarket. Sonny has already proven to be a fantastic addition to the organization and we look forward to a sustained and successful relationship.”

Riddle’s career in the automotive industry began more than 25 years ago, when he took a job as a retail sales manager with BWD/Auto Tune. Since then, he has served in various sales and marketing roles with BRAKEPRO, Brake Parts Inc., Echlin, Tenneco/Monroe and more. Prior to joining Sangsin Brake America, Riddle was the business development manager for ABS Friction, Inc.

During his career, Riddle has created and executed profitable business growth strategies, engaged cross-functional teams in effective collaboration, communicated with multiple groups and audiences to maximize performance and productivity, and encouraged perpetual improvement throughout the organizations he has served.

**About Sangsin Brake**

For more than 50 years, Sangsin Brake has produced the safest, most dependable and reliable brakes in Korea. With a focus on quality that is backed by industry-leading research and development, Sangsin Brake proudly manufactures brake friction materials and replacement parts for leading global automotive manufacturers. For more information, visit [www.sangsinusa.com](http://www.sangsinusa.com).

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