

Professional Background

Jim Koscs offers 22 years of automotive writing and public relations experience. He launched AudaMotive Communications in 1999 after working as a PR Product Specialist for Mercedes-Benz USA for four years. Jim also continues to write as a freelancer for several auto business and enthusiast media outlets. AudaMotive Communications provides a wide variety of PR and marketing writing services to automotive clients, which have included Mercedes-Benz (plus AMG and Maybach), Porsche, Subaru, Toyota, Lexus, Mitsubishi and Jaguar.

1995-1999: Mercedes-Benz USA, Montvale, N.J., Public Relations Specialist: Wrote product PR releases and press kits, executive speeches and auto show scripts, and served as a media spokesperson. Assigned photographers and other vendors and managed press kit production.

1992-1995: Coleman & Pellet, Inc. Public Relations, Union, N.J., (no longer in business) **Account Executive and Writer** for BMW of North America, The Prudential Insurance Company and the New Jersey Insurance News Service, a trade group. Also wrote for energy producers and powerplant builder.

1992-1993: Editor, *Car Collecting & Investing* newsletter (freelance for company that purchased newsletter when Atcom, Inc. liquidated in January 1992 – see below).

1989-1992: Atcom, Inc. Publishing, New York, N.Y., (no longer in business) **Editor,** *Car Dealer INSIDER*, *Car Rental/Leasing INSIDER* and *Car Collecting & Investing* newsletters.

1988: Harris Publications, New York, N.Y., Co-founding Editor, *Mopar Action* magazine. I continue today as freelance feature editor, writing 2-4 articles per issue.

1986-1988: Managing Editor, *Vette*, *MuscleCars*, *High-Performance Pontiac* and *High-Performance Mopar* magazines. Wrote 2-4 features per issue of each bi-monthly magazine.

Freelance Writing

2007-present: Contributor, American International Automobile Dealers Association (AIADA.org) web site and quarterly magazine; write auto industry business stories concerning AIADA members, which include import-brand auto dealers, legislators and industry analysts. Many of my stories for AIADA are also picked up by *BusinessWeek* Online.

2007-present: Contributor, *Corvette Magazine*. Write feature stories for single-marque magazine published by Ross Periodicals.

1999-present: Feature Editor for *Mopar Action* magazine, which concentrates on Dodge and Plymouth musclecars, racecars and custom vehicles. Write 2-4 features per bi-monthly issue.

1997-2000: Contributor, *Rowan Magazine* (alma mater)

1994-1996: Contributor, *Newark Star-Ledger* – automotive special sections

1993-1997: Feature Editor, *Automotive Investor* newsletter, which had purchased *Car Collecting & Investing* newsletter (see above)

1989-1996: Contributor, *Home Mechanix* magazine – automotive, home security, and computer software sections

Education: 1985: BA in Communications/PR, Glassboro State College (Rowan University)

Member: International Motor Press Association since 1987