



Press Release

FOR IMMEDIATE RELEASE:

Bethlehem Based Employee Benefits Firm Tapped To Aid Auto Rebirth in Detroit

Bethlehem, PA, June 25, 2012 - BSI Corporate Benefits located in downtown Bethlehem has been hired to manage the employee benefits program for a joint venture in Detroit, Michigan. Ford Motor Company has signed on as the joint venture's first client; the contract is worth in excess of \$700 million dollars.

BSI has roots in Detroit and has maintained a fully staffed office there since 2003. As outlined in *The Wall Street Journal*, the joint venture, known as DMS or Detroit Manufacturing Systems will bring an estimated 500 jobs to the City of Detroit in the coming years.

DMS is a joint venture between Faurecia, an international tier 1 auto supplier, and the Rush Group, a Detroit based firm that has 25 years of experience in the auto components business. Ford Motor Company has signed on as the signature client and DMS will manufacture cockpit components for Ford Mustangs and Expeditions.

BSI represents numerous tier 1 auto suppliers with UAW employees and is owned by Tony DaRe, a Lehigh Valley resident. "In my 17 years in the insurance business I have never been prouder than I am now to have my firm handling all aspects of this joint venture's employee benefits program", said DaRe. "The City of Detroit and our whole country suffered tremendously during the recession and it decimated the auto industry; to be part of the revival is truly special for me and my staff".

BSI Corporate Benefits is an independent employee benefits insurance agency representing over 100 corporate clients across the country. They are now headquartered in the Lehigh Valley, a move that DaRe said is crucial to the continued success of the agency. "There is so much opportunity here in the Lehigh Valley; we are just starting to educate companies locally on what it truly means to have a partner in their employee benefits program". BSI negotiates on behalf of employers with all major insurance carriers including Capital Blue Cross and Highmark Blue Shield. BSI acts as an extension of their clients' HR department and implements comprehensive Wellness programs that have proven to reduce a company's costs and save lives.

For more information on BSI Corporate Benefits, please visit www.BSIcorporate.com or call toll-free at 877-413-6417.

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