



## **PHINIA Adds Seasoned Industry Professionals to North American Aftermarket Team**

**Auburn Hills, Mich. (February 5, 2025)** – PHINIA has announced the addition of Ron Barnes and Aubry Baugh to its North America aftermarket team.

Ron Barnes joins the team as Senior Sales Manager for the independent and OES heavy-duty aftermarket. He has a background of over 40 years in the aftermarket industry with experience in both heavy-duty and light vehicles segments. Barnes previously served in heavy duty leadership roles at Dayco, DRIV/Tenneco, and at Standard Motor Products in a variety of sales and account management positions.

In his new role, Barnes will lead and manage sales for aftermarket heavy-duty Delco Remy parts. This includes executing strategic sales plans and focusing on driving and identifying key growth opportunities for the business.

Aubry Baugh, a marketing professional with over 15 years in the industry, has also joined PHINIA as the Aftermarket Marketing Communications Manager.

In this position, she will oversee a wide array of marketing initiatives such as coordinating promotions, managing trade show materials, overseeing branding efforts, and driving commercial and retail advertising strategies for the aftermarket sector. She has previously worked at Lumileds/Philips Automotive Lighting and Federal-Mogul. Baugh is also actively engaged with Auto Care Association organizations such as Women in Auto Care, Young Automotive Network Group, and the MEMA Marketing Executives Council.

“We’re excited to welcome Ron and Aubry to the North America team,” said Dave Illes, Senior Director of Aftermarket Sales, Marketing and Training for North America. “They both possess extensive knowledge and experience in the industry, which we’ll be leveraging throughout 2025 and beyond. As we continue to build and strengthen our team, we can’t wait to see what great things they’ll accomplish.”

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### **About PHINIA**

PHINIA is an independent, market-leading, premium solutions and components provider, with over 100 years of manufacturing expertise and industry relationships and a strong brand portfolio that includes DELPHI®, DELCO REMY® and HARTRIDGE™. With over 12,000 employees across 43 locations in 20 countries, PHINIA is headquartered in Auburn Hills, Michigan, USA.

Across commercial vehicles and industrial applications (heavy-duty and medium-duty trucks, off-highway construction, marine, aviation, and agricultural), and light vehicles (passenger cars, trucks, vans and sport-utility), we develop fuel systems, electrical systems, and aftermarket solutions designed to keep combustion engines operating at peak performance, while at the same time investing in advanced technologies to unlock the potential of alternative fuels.

By providing what the market needs today to become more efficient and sustainable, while also developing innovative products and solutions to contribute to lower carbon mobility, we are the partner of choice for a diverse array of customers – powering our shared journey toward a cleaner tomorrow.



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