



**FOR RELEASE – June 13, 2016; 10 am EDT**

**Nissan North America, Inc. Names The Allen Lewis Agency (TALA)  
Its New Multicultural PR Agency of Record**

**Full-service transformational agency will help increase Nissan's engagement among diverse audiences**

**DETROIT** – [The Allen Lewis Agency](#) (TALA), a metro Detroit-based public relations, marketing and events agency, today announced that it has been hired to lead all of [Nissan North America Inc.'s](#) multicultural public relations efforts in the United States. The selection of TALA as Nissan's multicultural agency of record comes after a competitive bid process and entails a three-year assignment commencing today.

TALA, an African-American and women-owned agency, will focus on engaging African-American, Asian and Hispanic media and influencers. It will also be responsible for PR strategy and activation around Nissan's outreach to LGBTQ and women's audiences.

According to 2015 Polk data, Nissan North America Inc. has the most diverse consumer base of any automotive manufacturer with 38 percent of its customers being ethnically diverse.

"TALA brings together a team of seasoned professionals with unmatched multicultural communications and marketing experience," says Kristina Adamski, director, Nissan Group Communications. "We look forward to collaborating with TALA to continue reaching multicultural, LGBTQ and women's markets."

Led by former automotive PR executives and TALA Founders Jocelyn K. Allen and Chandra S. Lewis, the team will also include:

- Jacquie Bluethmann, a Detroit-based automotive and diversity communications professional with experience writing for women's publications;
- Zondra Hughes, the Chicago-based founder of the social media network Six Brown Chicks, who will lead social and digital strategy;
- Aida Phillips, a Miami-based, bilingual PR professional who will lead TALA's Hispanic and women's outreach;
- Joz Wang, a Los Angeles-based consultant and online media professional and past national governing board member of the Asian American Journalists Association, who will oversee outreach to Asian and LGBTQ media and influencers;

Nissan will continue the company's relationship with Los Angeles-based consultant, Calvin Fleming, to supplement their LGBTQ media and influencer outreach.

“Every person on this team was hand-picked because of their expertise and reputation in multicultural and diverse markets as well as their understanding of the automotive industry,” says Allen, who has 20 years of experience in diversity communications, marketing and influencer outreach. “We are committed to telling the stories of Nissan’s great people, products and programs and helping to cultivate a new audience of Nissan enthusiasts.”



**About The Allen Lewis Agency:**

The Allen Lewis Agency (TALA) is a full service public relations, marketing and events agency committed to helping clients tell their stories, build their brands, launch their products and commemorate experiences. The woman- and African American-owned agency offers clients a full range of communications and marketing services including media relations strategy and execution, advertising, event planning and reputation management. Founders Jocelyn K. Allen and Chandra S. Lewis bring more than 40 years of experience to the agency with a breadth and depth of services that are unmatched. Learn more about The Allen Lewis Agency at [www.theallenlewisagency.com](http://www.theallenlewisagency.com).



### **About Nissan North America**

In North America, Nissan's operations include automotive styling, engineering, consumer and corporate financing, sales and marketing, distribution and manufacturing. Nissan is dedicated to improving the environment under the Nissan Green Program and has been recognized annually by the U.S. Environmental Protection Agency as an ENERGY STAR® Partner of the Year since 2010. More information on Nissan in North America and the complete line of Nissan and Infiniti vehicles can be found online at [NissanUSA.com](http://NissanUSA.com) and [InfinitiUSA.com](http://InfinitiUSA.com), or visit the U.S. media sites [NissanNews.com](http://NissanNews.com) and [InfinitiNews.com](http://InfinitiNews.com).

### **About Nissan Motor Co.**

Nissan Motor Co., Ltd., Japan's second-largest automotive company, is headquartered in Yokohama, Japan, and is part of the Renault-Nissan Alliance. Operating with more than 247,500 employees globally, Nissan sold 5.32 million vehicles and generated revenue of 11.38 trillion yen (USD 103.6 billion) in fiscal year 2014. Nissan delivers a comprehensive range of more than 60 models under the Nissan, Infiniti and Datsun brands. Nissan leads the world in zero emission mobility, dominated by sales of the LEAF, the first mass-market, pure-electric vehicle. It is the best-selling EV in history. For more information on our products, services and commitment to sustainable mobility, visit our website at [Nissan-Global.com/EN/](http://Nissan-Global.com/EN/).

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