



Website offers vehicle seating suppliers a new Internet marketing tool

Automotiveseat.com provides suppliers and retailers of vehicle seating with a new way to take advantage of the Internet as a marketing tool.

([PRWEB](#)) September 26, 2002 -- The explosive growth of the Internet has proven to be a bonanza for consumers and businesses searching for specialty and hard to find items.

Consumers looking for customized vehicle seating products have been no exception, going online in large numbers to search for their specific needs.

However, until now, reaching these customers via the Internet has been a hit-and-miss affair for many vehicle-seating suppliers.

The cost of setting up an effective website presence can be prohibitive for smaller retailers, while positioning a website so that it is actually visited can be daunting even for bigger companies.

There is, however, an alternative tool available to vehicle seating suppliers who want to effectively utilize the Internet as part of their marketing mix. Automotiveseat.com is a site that links vehicle-seating suppliers with internet-savvy customers.

The concept is relatively simple. Visitors to the site input their seating requirements and their budget using a detailed online form. Merchants then respond with quotes.

The site features a number of categories, including car and truck seating, boat seating, motorcycle seating, recreational vehicle seating, and airplane seating.

There are a number of advantages for vehicle seating retailers signing up for the service. Merchants pay only for leads that they use, and they do not require a web site; all that is needed is a working e-mail address. Leads can be filtered however the merchant wishes, so that the requests are pertinent - this greatly increases the chance of converting leads into sales.

The site is one of the Nexan Network family of websites, which also include [Commercialseat.com](#) and [Homeseat.com](#). It is powered by Respond Networks technology, and can be found at <http://www.automotiveseat.com>.



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Online Web 2.0 Version

You can read the online version of this press release [here](#).