



Automotive Website Parts-World.com Completes Initial Launch To Retail Marketplace

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Contact Â Ken LeBlanc
Advantage Automotive Group
Phone Â 260-459-1955x314
Fax Â 260-459-1614
Email Â kenl@advantageautomotivegroup.com
www.advantageautomotivegroup.com
www.parts-world.com

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Ft. Wayne, Indiana, 9/29/03 Â After an initial launch of Parts-World.com by Advantage Automotive Group on September 4, 2003, Parts-World has completed it's initial first phase of its industry rollout with Accessory-Center.com, a shopping mall of 9 enthusiast stores focused on automotive aftermarket accessories. The 9 enthusiast stores represent a strong beginning to the many lifestyles surrounding automotive accessories.

The Accessory-Center catalog consists of 148 brands and 1,369 product lines. The Accessory-Center site allows traditional web buyers to directly access product. For the enthusiast, Accessory-Center uses a whole new medium, online media lifestyle communities, focused on repeat visits as your destination site, similar to monthly print magazines. The lifestyle communities consist of; Street Truck, Sport Truck, Off Road, SUV-Van, Soccer Mom, Domestic Muscle, Sport Compact, European Car and Daily Driver.

Parts-World.com is an aftermarket products website, focused on delivering information and assistance along with competitive shopping to meet the demands from today's marketplace.

To showcase your product or find out more about Parts-World.com please contact Ken LeBlanc.

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Contact Information

Ken Leblanc

ADVANTAGEAUTOMOTIVE GROUP

<http://www.advantageautomotivegroup.com>

2604591955

Online Web 2.0 Version

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