



## **Austin Automotive & Parts-World Announce Joint Business-To-Business Internet Initiative**

*Austin Automotive Warehouse Corp., announced its plans today to launch a business-to-business initiative through its alliance with Parts-World.com, a division of Advantage Automotive Group.*

([PRWEB](#)) November 11, 2003 -- New York, New York, 10/30/03 -- Austin Automotive Warehouse Corp., announced its plans today to launch a business-to-business initiative through its alliance with Parts-World.com, a division of Advantage Automotive Group.

As a primary fulfillment partner to the upcoming ReplacementParts-Center.com consumer website, a division of Parts-World.com, Austin Automotive will also expand its wholesale business beyond the metro New York area using a new division of Parts-World named PW4B.com, a division of Parts-World for business.

Drori Benmen, President of Austin Automotive said, "With the proliferation of Internet ordering throughout our economy and different industries, Parts-World has made available an easy to read electronic catalog for anyone to use that will support the diverse client base that exists in the automotive marketplace. The consumerization of in depth information, and the unique ability to provide my customers an easy resource for information, positions us to seriously grow our business. We are very excited to be partnering together and look forward to increasing and strengthening our business through support from our suppliers and brand manufacturers."

For PW4B.com, Austin Automotive marketing plans will be directly tied to the 2004 Parts-World Partnership Marketing Program. For further information or participation, please contact Drori Benmen at Austin Automotive, 718-392-6290 ext.2116 or Ken LeBlanc at Parts-World, 260-459-1955 ext.314.



**Contact Information**

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