

## **CARiD.com Launched a Brand-New Website**

*In December 2013, one of the largest e-commerce retailers of automotive accessories and parts, CARiD.com, redesigned their website to make it easier for customers to navigate while offering more new product types.*

([PRWEB](#)) January 03, 2014 -- Today there is a vast number of websites and online stores where a car owner can buy aftermarket parts and accessories. However, almost every enthusiast had a hard time finding necessary products on the website and placing an order. That is why, auto parts companies are always striving to make their online store as easy to use as possible, and [CARiD.com](#) is no exception. In the first half of December 2013, CARiD significantly redesigned their website to make it more user-friendly and simple to navigate. First of all, entering the site, a customer is free to choose convenient search options such as Shop by Vehicle, [Shop by Product](#), and [Shop by Brand](#) without scrolling down. For example, in the Shop by Product section, all products are divided into several categories, including Exterior Accessories, Performance Parts, Automotive Lighting, Auto Repair Parts, and more, while every category contains hundreds of items to choose from.

Besides, CARiD added new sections to their drop-down menu such as Audio and Electronics, Tools and Garage, Repair Parts, and Body Parts so that clients can quickly and easily find the product they are searching for. Moreover, CARiD introduced new product types, namely [Subwoofers](#), Video, Stereos, Soft and Hard Tops, Factory Wheels, Wheel Accessories, and a good deal of others, to meet the needs of each and every enthusiast. What is no less important, more bright and sharp images were added to product galleries at CARiD.com, which allows customers to have a clear notion of the items they plan to buy. While optimizing the website, the company focused their attention on providing streamlined navigation as well as creating catchy design to ensure a pleasant shopping experience.

There is a proverb that says, "first impressions are the most lasting," and CARiD perfectly knows it. The main goal of their online store is to make it easy and enjoyable for every client to get premium automotive parts and accessories from the world-renowned manufacturers. This is the concept in which the company was started. And this is the principle CARiD.com will always adhere to.

### About CARiD:

The company was established in New York City more than ten years ago. Today it is placed in Cranbury, New Jersey and has a number of warehouses spread across the country so that customers can get their orders as quickly as possible. The company provides an entire line of first-rate automotive parts and accessories, both factory original and aftermarket. On CARiD's digital shelves, a car enthusiast is sure to find everything from roof racks and running boards to air intakes and suspension systems. The company has developed relationships with the most respected manufacturers in the auto business such as Covercraft, Lexani, DeeZee, Lund, Rhino-Rack, Westin, and more who always stand for top quality of their products. Furthermore, shopping at CARiD.com is always enjoyable: besides getting high-class items at a bargain price, every client also gets professional customer service.

### Location:

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**Online Web 2.0 Version**

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