



## Marketrend Adds Online Parts Stores for Dealers

*TradeMotion technology powers ecommerce and content management.*

Houston, TX ([PRWEB](#)) January 27, 2005 -- Marketrend Interactive announced today that it now offers its dealer and dealer group clients a turnkey solution for selling parts and accessories on the web.

Through an agreement with TradeMotion Software Corp. of Lake Mary, FL, Marketrend will sell that company's StoreFront and OCTANE products to enable dealers to set up, manage and measure online sales of OEM and aftermarket parts to consumers and the trade.

"Parts sales by dealers have been declining in recent years, due in large part to competition from online parts companies," explained Chris Killarney, President and CEO of Marketrend. "Our clients, on average, have more than a quarter million dollars in parts inventory, and they are looking for ways to turn it over faster and compete with the large online outfits. By providing this one-stop solution, our dealers will be able to get that inventory online and start selling to a much broader market."

The StoreFront product is a complete e-commerce package that is branded for the dealership and integrated into a dealer's website or produced as a stand-alone web store. StoreFront allows buyers to find, order and pay for their parts quickly and easily.

The OCTANE component is an easy-to-use management tool that allows dealers to manage their online store, change content, adjust pricing and generate reports. TradeMotion also provides complete OEM parts catalogs for all name plates, and, using the Catalog Manager, dealers can add non-OEM parts and accessories to their store.

"Our expertise is in building, installing and supporting scalable e-commerce solutions for the auto parts industry," said Bill Foster, Sales Manager, TradeMotion. "With Marketrend's support on the business management and marketing side, dealers will be able to define their online strategies and integrate our solution seamlessly into their operations."

"Having an online store is only part of the solution," Mr. Killarney said. "Dealers also need to support it with marketing and good business processes. Through our consulting and marketing services groups, we are able to ensure that the parts department activities are integrated into the larger marketing and CRM effort, along with the showroom and service department."

The online parts stores are a fully integrated component of Marketrend's automotive web design and hosting services and can also be used with websites from other suppliers.

### About Marketrend

Marketrend helps auto retailers and manufacturers attract and retain long-term customers using its retail consulting and marketing services, and sales and relationship management software. More than 2,500 dealerships and 14 manufacturers work with Marketrend to build customer satisfaction and loyalty. The company is based in Toronto, ON with sales offices in Houston and Buffalo, and consultants throughout North America.



For more information visit [www.marketrend.com](http://www.marketrend.com)

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About TradeMotion

TradeMotion StoreFront is integrated seamlessly into a supplier's current web site or it can act as a fully functional standalone site. Our StoreFront technology provides your clients with real time online parts quoting and ordering.

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**Online Web 2.0 Version**

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