



Marketrend, Gillman Companies Sign Deal

Houston dealers use the power of the Internet to move parts

Houston, TX ([PRWEB](#)) March 6, 2005 -- Marketrend Interactive Corp. today announced that Gillman Companies, will use the Marketrend Parts Online application to power online parts sales for their Houston Honda and Subaru locations.

The premier Texas dealer group will use Marketrend's e-commerce software solution to provide OEM and after-market parts to Internet customers.

"Our Honda and Subaru locations have always operated profitable parts departments, but we know that today's customer is looking to buy over the Internet, and with Marketrend's Parts Online solution, we are able to meet the demands of a much broader market," explains Ramsay Gillman, President of Gillman Companies.

"This e-commerce application is completely turnkey, and our site was live and operational within days. With automatic OEM updates, no time is required by our staff to manage the website -- it's virtually hands-free."

The 18-store dealership group already uses Marketrend solutions for its corporate and dealer websites, as well as a complete set of Marketrend sales and service CRM solutions to drive revenue and retain customers.

"We're very pleased that our long-time customer, Gillman Companies, is the first of our clients to adopt this new offering," says Brent Lundquist, Regional Sales Manager for Marketrend. "Not only can the Honda and Subaru stores turn over their parts inventories faster and compete with other large online outfits, but the application provides regular reports they will use to measure sales and monitor inventory."

The Marketrend Parts Online application, powered by TradeMotion Software Corp., features a complete inventory of OEM parts, shopping cart, and an optional accessories catalog, to which parts managers can upload their dealer-specific accessories and photos.

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, TX and Buffalo, NY. For more information visit [www.marketrend.com](#)

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