



AutoAnything.com Builds New Roads for Purchasing Automotive Accessory Online

AutoAnything is driving traffic to its website by creating an easy-to-use, efficient and informative website. AutoAnything was founded in 1979 as Blue Ribbon Motoring a manufacturer of sheepskin seat covers and custom carpet floor mats. In 1997, the company took a new direction and went online as a retailer of automotive accessories.

San Diego, CA ([PRWEB](#)) April 22, 2005 -- AutoAnything is driving traffic to its website by creating an easy-to-use, efficient and informative website.

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“We want to create a website brimming with easy-to-use information that lets our customer feel completely comfortable with their buying decisions,” says Selwyn Klein, president of AutoAnything. “We’ve already established the value of our top branded products with our One-Year Lower Price Guarantee, so the next logical step is to provide the customer with best tools for making the most informed purchase possible.”

AutoAnything carries a far-reaching line of must-have vehicle accessories sure to make any automotive aficionado drool. Anything, as the name implies means you’ll find it all from an abundance of custom car covers, wooden dash kits and form-fitting seat covers, to grille guards, truck tonneau covers and everything in between. They’re even stocked with all the hottest gizmos and gadgets, too, like radar detectors, GPS navigation and high performance tuners.

“We’re going the extra step with usability and customer interface,” says Selwyn. “We’ve committed a fair amount of our resources to enhancing navigation, photography, buyer’s guides, FAQs, comparison charts, rating systems and much more.”

Currently, the AutoAnything website gives customers access to product rating systems that compare features such as how resistant an outdoor car cover is to UV rays or how strong a warranty is on a truck bed cover. Additionally, AutoAnything’s comprehensive Shopping Guides present tons of category-specific information that help customers understand everything from the differences between floor mats and floor liners to how to get the best fit from a car bra.

To order any of AutoAnything’s top brand products, visit www.autoanything.com or call (800) 874-8888

Note to Editors: Klein available for interviews. Product demos can be arranged.

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Online Web 2.0 Version

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