

## **JX Enterprises - JX Peterbilt Introduces a New Website Showcasing Added Features and a New Look**

*A few of the major improvements to the newly launched [jxe.com](http://jxe.com) website, include a fresh design, mobile optimization, and an enhanced truck inventory search feature.*

Hartland, Wisconsin ([PRWEB](http://PRWEB)) November 17, 2016 -- JX Enterprises is proud to announce the launch of their completely redesigned website, [www.jxe.com](http://www.jxe.com).

“A company web site is often the first impression a potential customer or employee has of a brand,” says Eric Jorgensen, President & CEO of JX. “It is vital that our website is able to effectively broadcast who we are and the value JX brings to customers, as a leader in the transportation industry. Our new website does just that. Plus, the new technology, and ongoing analytics gives us the ability to make improvements and changes in real time.”

In just one click, customers can find a JX location nearest them, search truck inventory, and view job opportunities. Visitors can also quickly learn more about the services JX offers, including parts sales, truck repair, financing, and full-service lease and rental.

“We focused a lot of our attention on making sure customers can get to the information they need, when they need it, and in as few clicks as possible,” says Peter Gorman, Marketing Manager at JX. “We really just brought the site back to the basics and focused on the user experience.”

The responsive design allows users to instantly access the website on mobile, desktop, or tablet, which is perfect for people on the move. Users can access information 24/7 making it easy to submit inquiries for truck sales, parts, service, finance, and lease or rental, at home, or when they are on the road.

Another key initiative was creating video content to publish throughout the website and to share them across the company’s social media channels. One [set of videos](#) highlights why JX truly believes in each of the brands their dealerships carry.

Other site enhancements include:

- A robust [truck inventory search](#) module
- A new blog with posts divided into five categories
- A newsroom highlighting breaking JX news and announcements
- A career page where visitors can learn about JX culture, career opportunities, and what it is like to work at JX
- SEO upgrade generating better exposure on Google, Bing, and Yahoo
- Online chat feature (to be released soon)

In addition, the company’s website now also offers online credit applications, so new customers can easily apply for credit. It also removes the hassle of printing and either faxing or mailing paperwork.

“We are always looking for ways to improve and grow,” says Jorgensen. “Because of the platform the website was created on, we are able to grow and be instantly responsive to customer needs and the changes in our industry. We are excited about the road ahead.”



#### About JX

[JX Enterprises](#) is a family-owned, locally-operated group of more than 19 full-service truck dealerships and support services across the Midwest. JX Peterbilt, JX Financial, JX Leasing, JX Truck Center, JX Hino – Chicago, and ALLTrux Capital are all subsidiaries. JX prides itself in their ability to help customers by providing transportation solutions to fit their long- and short-term goals. JX Enterprises was founded in 1970 and is headquartered in Hartland, Wisconsin. Visit them at [www.jxe.com](http://www.jxe.com).



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**Online Web 2.0 Version**

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