



TruckXpressions.com Upgrades Truck Accessories Website For Easier Online Shopping

Buy Pickup Truck Tonneau Covers, Wheels and Other Aftermarket Automotive Products.

Lexington, KY ([PRWEB](#)) December 13, 2005 -- Just in time for the holiday season, online pickup truck accessories retailer [TruckXpressions.com](#) launches a new shopping experience for the automotive accessories consumer.

TruckXpressions.com specializes in aftermarket wheels and truck accessories, ranging from stepbars, truck bed covers, chrome trim, lighting, and cargo management, to towing products, electronics, performance enhancements, and more.

TruckXpressions.com begins a new era online this fall. Having sold wheels and pick up truck accessories online for several years with a history of excellent customer service, fast shipping times, and great prices, the new website design will be a more user friendly version of their past websites.

“This new site will be a much more pleasing experience for the truck accessories customer,” says TruckXpressions.com Webmaster Dan Clark, in his first year with the online retailer. “It will allow us to stay on the leading edge of product trends and give consumers more of what they want. From the look and feel of the site, to the ability to tailor search results to a customer’s vehicle, such as specific truck bed covers for a Chevy, Ford or Dodge, we’re excited to bring this new design to the truck accessories marketplace.”

Website browsers can expect a crisp new look with more truck accessories product photos, easier site navigation to find products, news articles, product reviews, and more as the site develops.

TruckXpressions.com employs a team of sales representatives available for phone calls 5 days per week. Plans for a “Live Chat” functionality where customers can also interact with sales reps in real time are in the works.

TruckXpressions.com has always been serious about giving their customers the most competitive online prices available for pick up truck accessories such as wheels and tonneau covers from Extang. New for this fall, a “Low Price Guarantee” gives TruckXpressions.com an opportunity to beat lower prices that the consumer may find at other online truck accessory retailers.

In addition to being able to compete with price, TruckXpressions.com finds a competitive advantage in their ability to warehouse a large inventory of pickup truck accessories in their company-owned warehouses. Generally, this leads to better prices, faster shipping times, and better customer service than that available from smaller “hands-off” retailers who never touch the truck accessories that they sell.

TruckXpressions.com is also taking steps towards consumer education. They will begin a regular rotation of articles on the site to increase product awareness. In addition, a planned Customer Review Program rewards customers that take the time to submit product reviews. These reviews will be shared with customers as they browse truck accessories on the site to help them make informed decisions.

In coming weeks, browsers will also be able to view the “XRides” gallery, which showcases photos submitted by customers with wheel and truck accessory products from TruckXpressions.com on their vehicle.



Whether you want to put wheels on it, make it work harder, go faster, shine brighter, or all of the above, TruckXpressions is determined to make their [website](#) the most helpful, friendly, and sought after online destination in the in the automotive aftermarket.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).