

PRESS RELEASE

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Fuel Parts launches new online cataloguing system

Fuel Parts launches FPUK findapart online catalogue.

Customers logging on to the Fuel Parts website (www.fpuk.co.uk) will now benefit from FPUK's latest website overhaul.

The fuel and emission parts specialist has been developing what it describes as the "next generation" of electronic cataloguing tools for a number of months. By clicking on a link from the Fuel Parts website, customers will be taken to a 'behind the scenes' section that will enable them to identify products, cross reference against competitors' part numbers, check availability and then order online.

All of these tasks are completed in realtime, giving customers exclusive access to the same immediate cataloguing information that is generated at the Fuel Parts' headquarters.

Managing director, Andy West said: "As soon as our product development team builds a part number, it's immediately listed in the online catalogue. This is the most up-to-date technology that a business can have and reinforces our commitment to making sure our customers never feel the need to look elsewhere for products."

The new 'findapart' online catalogue features a 'clean cut' design which makes selecting the right products faster, with stock status listed next to the part and the option to add the product to the shopping basket, ordering online has never been easier. In addition, the catalogue offers more features than it's predecessor; the vehicle search has been extended to include filters by engine code, there is also the option to view all parts available for the selected vehicle and an advanced image search to allow comparison between products.

Marketing Executive, Emma Lees-Smith commented 'The findapart system will make life a lot easier for everyone, it's much more user friendly and our customers now have a whole host of resources available at their fingertips.'

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