



Press Release

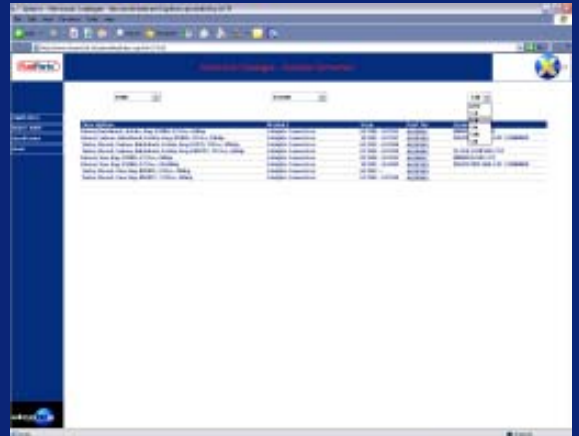
September 2006

FUEL PARTS UK LAUNCHES ONLINE CATALOGUING

Customers can now get 'behind the scenes' access to parts information

Customers logging on to the Fuel Parts UK website (www.fpuk.co.uk) will now have ultra-fast access to real time product information, thanks to a brand-new electronic cataloguing system that the company has just launched.

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 and has invested £40,000 in the system to ensure it meets the needs of the company's extensive customer base.



By clicking on a 'customer log in' link on the Fuel Parts homepage, 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.

Mike Palmer, a director of Northampton-based Parts Plus Ltd, has used the new system and says it has enhanced his business opportunities.

"This system has made life much easier because we can now access whatever product information we need in seconds and that's a great capability to have when a customer rings up to make an enquiry about a certain part," he said. "There is no fumbling through lots of catalogues, we can give them the information they need straight away and then order there and then. It's great for business."

Fuel Parts has made all of its catalytic converter information available on the system and plans to add other product groups before the end of the year, including engine management components, fuel pumps, ignition coil packs and Lambda sensors.

Managing director, Paul Tomlinson, said: "As soon as our product development team builds a part number, it's immediately accessible to our customers. 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."