



## Press Release

January 2007

### **Website development reaches new level**

*Extra online catalogues are added to informative customer-focused website*

Fuel Parts UK, the leading supplier and manufacturer of premium fuel and emissions components, has continued the development of its state-of-the-art website by adding its extensive range of Engine Management Sensor products to the electronic cataloguing section.

The company has recently invested £40,000 on the [www.fpuk.co.uk](http://www.fpuk.co.uk) website and has introduced electronic cataloguing and a stock check function to give their customers unrivalled 'behind the scenes' access to OE-quality products.

Adding another complete product catalogue to its website now means Fuel Parts UK has detailed information about two of its most successful product lines in electronic form – Engine Management Sensors and Catalytic Converters.

After logging on, customers can select the product they are looking for and then make their way through a series of vehicle-related drop-down menus which eventually presents the part number they need. The customer can then use the stock check facility, before going on to place their order online.

To encourage customers to use and feel comfortable with these new website features, Fuel Parts UK is offering a 50% reduction on carriage for orders that are placed through the website by Fuel Parts account holders.

Fuel Parts UK Managing Director, Paul Tomlinson, said: "Putting the EMS catalogue on the website means we have moved another step closer to having all of our product information within easy reach of our customers and that's a move that will benefit everyone.

"By having the product information, relevant images, a stock check facility and then an online ordering section means we have every base covered when it comes to getting products to our customers quickly and efficiently. Losing time with telephone queries is quickly becoming a thing of the past."

For information customers are urged to telephone the sales team on 01527 835555.