

## **FOR IMMEDIATE RELEASE**

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### **PBEPRO<sup>®</sup> Web Services To Accelerate Aftermarket E-Commerce**

**San Diego, CA; November 1, 2011** — Launched at the Specialty Equipment Market Association (SEMA) Show in Las Vegas, PBEPRO<sup>®</sup> Web Services is making it easier for manufacturers and distributors to sell automotive aftermarket products online.

"E-commerce is a fast-growing channel in the automotive aftermarket," according to Christian Hassold, President & CEO of CollisionSync<sup>™</sup>, which operates PBEPRO<sup>®</sup>. "We're excited to help our manufacturer and distributor partners sell more products and improve the customer experience."

Using PBEPRO<sup>®</sup> Web Services, authorized distributors can leverage digital product data for most manufacturers from a single data source, making it easier to promote products and test special offers.

With a comprehensive database of more than 60,000 products covering more than 90 brand lines, PBEPRO<sup>®</sup> has more than seven years of experience organizing and maintaining manufacturer product data and making it easily accessible to distributors and their partners.

PBEPRO<sup>®</sup> Web Services also improves the customer experience by dramatically reducing order processing time. "If a distributor has a website on one platform and an order management system on another, PBEPRO<sup>®</sup> Web Services can eliminate inefficiencies," says Jeremy Ballard, VP, Technology for CollisionSync<sup>™</sup>. "PBEPRO<sup>®</sup> Web Services reduces errors caused by manual entry and, more importantly, gets products into customers' hands faster."

#### **About CollisionSync<sup>™</sup>**

CollisionSync<sup>™</sup> helps manufacturers reduce the cost of delivering critical information to distributors and end customers. We are a leading provider of content management solutions in the automotive aftermarket and are emerging into adjacent markets through strategic partnerships. Leveraging our customers' content, we enable distributors to more easily transact B2B and B2C commerce.

Learn more about PBEPRO Web Services at <http://webservice.pbepro.com>.