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FOR IMMEDIATE RELEASE

JULY, 2014

New Transtar website offers robust options, improved user experience Cleveland-based company unveils redesigned Transtar1.com

CLEVELAND – For nearly 40 years, Transtar Industries has taken pride in having the best transmission and drivetrain-related products backed by the most knowledgeable and experienced team in the industry. Now, the company announces the best website in this space as well.

Transtar today unveiled its new website, Transtar1.com, redesigned and retooled with customers in mind.

“The new Transtar1.com is a terrific showcase of what we stand for as a company,” said Scott Fox, Transtar senior director of marketing. “Transtar aims to be a trusted partner for our customers, delivering superior parts, expert knowledge and exceptional service. This new site succeeds on all those fronts. It’s a perfect marriage of cutting-edge technology and the values that have guided us since 1975.”

Earlier in 2014, Transtar conducted a third-party survey of more than 500 customers, focusing on their use of the internet in business. This information was integral in the development of the new website. “The research showed us that more than 85% of our customers use the internet and perform web-related activities on a daily basis for their businesses,” Fox continued. “We used the information we gathered as a guide in the site development process, ultimately creating an engaging experience for our customers.”

The website uses a responsive design, which adjusts to fit perfectly on any screen, ensuring all information is easy to navigate, regardless of whether customers are visiting the site from a laptop, tablet or smartphone. Content is customized and organized based on users’ search habits. The search function itself has been improved so that terms plugged into the search window bring up more relevant results, giving customers the information they seek faster.

Transtar also has added a more user-friendly transmission lookup function, a designated area on the homepage for featured products, and links to the sites of trusted industry organizations including ATRA, ATSG and supplier partners.

“There were essential questions to consider when we took on this project,” said David Irvin, Transtar digital coordinator. “How can our website help make our customers’ jobs easier? How can the site be a resource that will provide all the tools and benefits Transtar has to offer, regardless of how users are accessing it?”

The answers to those questions involved developing the previously mentioned new features while also integrating popular aspects of the company’s previous site. Transtar’s exclusive online ordering system, Transtar eSource™ is available for parts lookup, availability and ordering, and E-Z Tech, Transtar’s free forum for transmission specialists, provides an interactive digital environment for customers to request and share advice and solutions with other automotive repair experts.

Check out the new Transtar website today. And while you’re there, be sure to sign up to receive your official Transtar mouse pad. www.Transtar1.com.

Transtar Industries, Inc., a subsidiary of Transtar Holding Company, is a distributor of drivetrain and transmission-related products to the automotive aftermarket. Its product portfolio includes automatic and standard transmission units, transmission rebuild kits and components, and remanufactured torque converters and hard parts. www.Transtar1.com

Transtar Holding Company is an integrated portfolio of brands that provides world-class customer service, distribution and manufacturing of aftermarket automotive products with a distribution network of more than 130 locations in the U.S., Canada and Puerto Rico. Transtar Holding Company brands include Recon, Dacco, Alma, ATCO, Axiom, Transtar Autobody Technologies, Nickels Performance, Engine Works, King-O-Matic, Pro-King, and TransMart. www.TranstarHolding.com

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