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## Transtar's Website is Upgraded with Google-like search

### Search Thousands of TSBs on Transtar1.com

CLEVELAND – Transtar Industries is the global leader in transmission and drivetrain-related products and solutions, delivering superior parts, expert knowledge, and exceptional service to customers for more than 40 years. Transtar was the first distributor in the transmission industry to provide an eCommerce solution with Transtar eSource™ almost a decade ago.

Transtar has done it again with their new online feature: TSB Search. With this Google-like robust search tool, technicians and customers can search through thousands of technical service bulletins from ATRA, ATSG, Transtar, as well as other suppliers and manufacturers to find specific fixes and technical information for transmissions. TSBs can be searched by year/make/model/engine, VIN, or transmission application; additional information can even be obtained using trouble codes.

"I am particularly excited about this new functionality," says Kevin Rozsa, Vice President of Marketing and Category Management. "This marks a ground-breaking partnership with ATRA and ATSG: Customers who have association memberships will link directly to their websites."

In 2014, Transtar conducted a third-party survey of more than 500 customers, focusing on customers' use of the internet in their businesses. The research showed that more than 85% of shops use the internet and perform web-related activities on a daily basis for their businesses. This information was integral in the development of this new website feature with the goal of providing a uniquely engaging and useful experience for their customers.

The site 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.

Check out the new TSB Search Tool on Transtar's website today – [www.Transtar1.com/TSB](http://www.Transtar1.com/TSB). While you're there, be sure to check out Transtar's EZ-Tech Forum and sign up for the Transtar eNewsletter to stay abreast of the latest news from Transtar.

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*Transtar Industries, Inc. is a worldwide manufacturer and distributor of quality driveline parts and services to the motor vehicle replacement parts industry; its Transtar brand is the leading distributor of world-class transmission solutions including automatic and standard transmission units, rebuild kits and components, Recon™ remanufactured torque converters and hard parts, and other driveline solutions. Founded in 1975, the Transtar portfolio has ~2,300 employees and a distribution network of more than 90 locations in the USA, Canada and Puerto Rico. It also has an international division that serves a global network of aftermarket automotive distributors in 80 countries. [www.transtar1.com](http://www.transtar1.com).*