



Transtar Reveals Powerful Enhancements to Proprietary Ecommerce Platform Transend

[Cleveland, OH – Thursday, February 23, 2023] Transtar Industries, a leading automotive parts distributor and software solutions developer, announced enhancements to [Transend](#), its ecommerce platform designed to make parts identification and ordering easier for mechanics repairing transmission, driveline, and other complex vehicle systems. These upgrades represent the latest evolution in Transtar’s mission to improve how automotive repair shops manage their businesses.

Transend now operates with a more powerful VIN decoding technology, enabling site users to discover more exacting product results, often down to a vehicle’s trim level. This specificity speeds the search and order process, and limits returns.

Search user interface/user experience design (UI/UX) has improved as well. Since the platform launched in 2018, site users have browsed parts that fit the vehicle they are repairing by entering the license plate number, VIN, or by year-make-model-engine. Now, customers can narrow product searches by parts category, brand, and additional vehicle attributes. From the homepage, users can search by selecting a product line and completing a hierarchical drill down to identify the specific part(s). Where previously, users could only begin searches by first identifying the vehicle, they can now search by filtering within product lines, saving them considerable time and enhancing search accuracy.

Executive Vice President, Innovation, Bryan Chaikin, says, “There are hundreds or thousands of components in the most complex systems in a vehicle. After identifying which parts need repair or replacement, a mechanic must *find* and *order* them. That used to be harder than you might think: The traditional parts-ordering process involved paper catalogs – and that search process is slow and inaccurate. But on Transend, users enter the vehicle’s identifying information and receive a list of parts that fit the car they’re repairing. This latest update gives mechanics an even more powerful, significantly faster way to search and order the right parts.”

Director, Software Product Management, Jason Daley adds, “We are immensely proud of the recent improvements on Transend. When finding and ordering the right parts is easier and faster, mechanics repair more vehicles, expand their businesses, and get their customers back on the road faster.”

Transtar offers the most comprehensive line of transmission parts in the United States and OE-quality automatic and standard transmissions with the latest updates. The company also launched a comprehensive line for air conditioning and differentials. Customers can access over 80,000 SKUs from over 150 top manufacturers in all categories combined.

To learn more about Transtar Industries and Transend parts, visit www.transend.us and www.transendrewards.com.

About Transtar Industries:

Transtar Industries is a global leader in transmission and driveline-related solutions. Transtar is dedicated to providing customers with outstanding service, offering the broadest product catalog and best-in-class distribution of quality OE, aftermarket parts, and premium remanufactured products. Founded in 1975 in Cleveland, Ohio, Transtar is a global supplier of products related to the transmission and driveline, with a comprehensive offering that includes automatic and standard transmission units, transmission rebuild kits and components, remanufactured torque converters, hard parts, valve bodies, differentials, and transfer case kits and components, all available on their patent-winning ecommerce platform, www.Transend.us. Using their robust distribution network throughout the domestic United States, Puerto Rico and Canada, they deliver products to more than 80 countries.