

VehiclePartsDirect Launches Original E-commerce Platform

Written by Australian Business

TROY, MI, August 22, 2014 **/24-7PressRelease/** -- On August 20th, 2014, VehiclePartsDirect.com went live. The original e-commerce website is the most efficient way to shop for truck and off-highway parts online. The cutting-edge interface offers the most efficient shopping experience through a single, straightforward e-commerce platform. With a dynamic searchable index, VehiclePartsDirect customers can easily search by part number, manufacturer, category and key terms to find the right product.

VehiclePartsDirect, in partnership with retail and rewards SaaS solutions platform, Silk Route, plans to pave a new road for the way aftermarket customers search and find vehicle parts. They are committed to providing a simple, efficient and secure shopping experience for every customer. The retailer adds hundreds of new products to their stock everyday. From top-quality manufactures such as Meritor, Bendix, Bosch and Eaton-Fuller to obscure parts, VehiclePartsDirect has the most comprehensive inventory online. Beyond that, the site's modern design is user-friendly, checkout is safe and reliable, and shipping is guaranteed to be fast and consistent.

On the inception of VehiclePartsDirect, Peter Fishman, General Manager said, "The idea for the site was born when we noticed the growing aftermarket vehicle parts industry's need for a more convenient way connect manufacturers and end-consumers. Our goal is to make locating and ordering aftermarket and hard-to-find parts easier than ever." For more information on VehiclePartsDirect, visit <http://vehiclepartsdirect.com/>.

About VehiclePartsDirect: Headquartered in Michigan, VehiclePartsDirect is a leading online distributor of original heavy duty truck and off-highway parts. Their offering covers a broad range of categories including brake parts, filters, lighting, mirrors, electrical, etc. for use on heavy duty truck and off-road vehicles. With the most vast inventory in the aftermarket industry, VehiclePartsDirect is the "go to" source for both hard to find and routine vehicle part replacements.