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## Bridging A Gap!

Reaching your customer a different way.

by Richard Bennett

With 35 years of experience in the performance automotive aftermarket, Fleet Thompson is no stranger to the challenges facing our marketplace. Starting as the Sales Manager for Cyclone Headers in 1968 through his experiences in drag racing and right on through to his newest venture, MotionParts.com, Fleet uniquely knows how to present content because he is his own customer. Realizing that the industry has a limited ability to communicate between manufacturers and the retail customer, Fleet created MotionParts.com to bridge that information gap. The Internet affords an excellent opportunity to reach a worldwide audience that print media simply cannot cater to in the same manner.

Additionally, the Internet allows for an unlimited amount of compelling and relevant information that would not be possible to accommodate using traditional print magazines or newspapers. It was for this reason that MotionParts.com was created: to become a single source of information serving the performance industry.

One issue that quickly became apparent to Fleet and his team of industry professionals was that the magazine format was not the problem; it was the

delivery system, the lack of usable space on paper and the price of traditional advertising. Believing that editorial is truly what sells products; MotionParts.com allows manufacturers of any size direct penetration into the market as a means to brand themselves to their prospective retail customers by allowing unlimited

amounts of content to be placed on the Internet to a targeted audience of automotive enthusiasts.

Rather than endorsing direct manufacturer sales, MotionParts.com is encouraging an atmosphere that will allow small manufacturers to compete on equal footing with the larger manufacturing companies through their 'Meet the Manufacturer'

function, located as a link from their home page. They do this by drastically reducing the cost of advertising, leaving a much larger portion of revenue to devote to new product development and the like. Let's face it, the industry as we now know it is in a precarious position as smaller manufacturers cannot afford to advertise in traditional print media while the larger manufacturers are continuously looking for ways to reduce their cost of advertising.

MotionParts.com is not Mr. Thompson's first foray into the world of the Internet.

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...United We Stand