



**FOR IMMEDIATE RELEASE**

## **Internet AutoParts Recognized as Preferred Aftermarket Auto Parts Alliance Partner**

***Innovative products and services improves overall efficiency for both Service Dealers and Parts Distributors***

**Austin, Texas – March 21, 2012** – [Internet AutoParts](#) (IAP), the premier B2B eCommerce solution provider for the Automotive Aftermarket, today announced a long-term agreement with the Aftermarket Auto Parts Alliance (Alliance) that continues a more than 10-year partnership between IAP and Alliance members.

“Internet AutoParts is an exceptional partner for Alliance members,” according to John Washbish, Alliance President and CEO. “Their commitment to service, performance and reliability is second to none. We are pleased to extend our relationship with IAP as a preferred partner and an option for all of our member companies.”

IAP’s products and services are tools participating Alliance members provide to Service Dealer customers to enable the Service Dealer to efficiently identify the parts needed to complete a repair and order that part. The Alliance network of stores and warehouses uses a combination of a distributor branded eStore and over 30 Shop Management Systems that integrate with IAP. This robust solution allows the Service Dealer to:

- Quickly and easily find and order application parts for a specific repair
- Manually enter and order specific part numbers
- Access parts from a customized non-application catalog
- Cross reference OE-to-Aftermarket or Aftermarket-to-Aftermarket part numbers
- Take advantage of “hot-spotted” promotions
- Identify labor-costs from a flat rate labor guide
- Provide feedback to their Alliance supplier

The IAP offering enhances operational efficiencies and overall shop management, providing Service Dealers with a sustainable competitive advantage.

“We value our relationship with the Alliance and look forward to providing Alliance members with best-in-class solutions for their eCommerce needs for many years to come,” said Scott Thompson, president and CEO of IAP. “IAP is very pleased to be recognized as a preferred Alliance vendor and we are excited about the opportunity to continue our partnership into the future.”

For additional information regarding IAP and their B2B eCommerce solutions, please contact IAP Sales at 512-527-8966, ext. 1, or email [sales@iapshop.com](mailto:sales@iapshop.com).

### **About Internet AutoParts**

Internet AutoParts is the premier B2B eCommerce company for the Automotive Aftermarket. IAP has been providing industry leading products and services to the Aftermarket for more than 10 years and currently serves over 148,000 registered Service Dealers and 19,000 Part Distribution locations. For more information, visit [www.iapshop.com](http://www.iapshop.com).

### **About the Aftermarket Auto Parts Alliance**

The Aftermarket Auto Parts Alliance Auto Value / Bumper to Bumper is part of Aftermarket Auto Parts Alliance, one of the largest auto parts distribution and marketing organizations in the world. As the source for quality parts and service for over 2,100 parts stores and over 2,800 certified service centers throughout North America, the Alliance prides itself on responding to the individual automotive needs of each customer and providing proven, quality service. For more information, visit [www.alliance1.com](http://www.alliance1.com).

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