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Shopatron helps drive orders on Suzuki.com

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American Suzuki Motorcycle Corp.'s web site, Suzuki.com, is deploying e-commerce technology that will allow consumers to place orders that can be delivered to their homes or picked up at a nearby dealership.

The Coex Freedom technology from vendor Shopatron Inc. facilitates local fulfillment of orders placed on manufacturer web sites. It is used by such manufacturers as Callaway Golf Interactive, No. 226 in the Internet Retailer Top 500 Guide to Retail Web Sites, and Panasonic Corp. of North America, No. 160.

"Suzuki customers will quickly realize the benefits of ordering products directly from Suzuki.com and the convenience of obtaining them from a local, trained dealer who has the knowledge and expertise to provide top-quality technical service," says Ed Stevens, Shopatron CEO.

Under the system, consumers place their order at the manufacturer's site and the order is fulfilled by the authorized Suzuki retailer closest to the customer. Authorized dealers log onto the system to see what's been ordered, enabling them to check to see if they have the product in stock. The system then assigns the order to the nearest matching retail location that carries the item, and the dealer either ships it directly to the customer or holds it for in-store pick up.

Gary Sherfey, manager of the Powersports Accessories Group for Suzuki, says allowing orders to be placed through the web site can help boost business for dealers. "With Shopatron, we can capture and drive additional sales opportunities directly through our web site, generating business for our dealers and ultimately more business for Suzuki," he says.

<http://www.internetretailer.com/dailyNews.asp?id=28261>