



*For Immediate Release*

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## Beck/Arnley Adds New Features to its E-Catalog

**SMYRNA, Tenn., Oct. 5, 2010** – If you haven't visited the Beck/Arnley e-catalog lately at [www.beckcatalog.com](http://www.beckcatalog.com), now is the time as the company has added new features to make it easier and more efficient for professional technicians to find the crucial parts and product information needed to repair the foreign nameplate vehicles that come into their shops. Also, the e-catalog is widely used by WDs and jobbers to whom Beck/Arnley sells parts in order for these partners to supply technicians across the USA and Canada.

The Beck/Arnley e-catalog enhancements include:

1. "Cross Reference" tab – Interchange information is now available in the e-catalog through a new cross reference tab. If a technician has a competitor's part number, they can cross reference it with the corresponding Beck/Arnley part number.
2. "Knowledge Center" tab – When technicians click on this new tab, they'll access product and technical bulletins, as well as other useful information.
3. Technical and product bulletins are available when technicians look up Beck/Arnley part numbers if there are bulletins that apply to that particular part number.
4. Technicians can now order a CD version of the e-catalog through the link <http://www.beckarnley.com/beckarnleygetcd.html>

"When we launched our Beck/Arnley e-catalog three years ago, we made the commitment to build upon the features and benefits of the site regularly to better address the needs of our customers and the foreign nameplate aftermarket," said Anne Coffin, Beck/Arnley's vice president of technology. "These enhancements are another example of how we are holding true to our promise and continually striving to keep our customers tuned-in to the latest product offerings and information about our more than 23,000 parts."

The Beck/Arnley e-catalog includes an application look-up and buyers' guide that professional technicians will find extremely user-friendly, plus many more exciting additions. Beck/Arnley regularly adds updates to existing part number coverage, in addition to product photos. Plus, an online users' guide is available to help technicians easily navigate through the site to find the exact foreign nameplate part they need to complete the repair.

In addition to the e-catalog, Beck/Arnley has also enhanced its brand Web site, [www.beckarnley.com](http://www.beckarnley.com), by adding product bulletins to the homepage under “Support Downloads.” These bulletins can be found under the “Training” tab on the homepage as well.

**About Beck/Arnley:**

Beck/Arnley is exclusively dedicated to supporting its distribution partners who service the foreign nameplate repair and maintenance market. Beck/Arnley supplies wholesale distributors, who sell to jobbers, and retailers. Founded in 1914, Beck/Arnley's broad product offering for the aftermarket is organized into six modules: Brake & Chassis, Electrical, Clutch & Driveline, Engine Management, Engine Parts & Filtration, and Cooling Systems. Headquartered near Nashville, Tenn., Beck/Arnley researches, sources and delivers parts to resellers through its Master Distribution Center in Smyrna, Tenn. and strategically located satellite distribution centers across North America. Additional information is available at [www.beckarnley.com](http://www.beckarnley.com).

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