

Reigning Peterbilt North American Dealer of the Year, TLG Peterbilt, Expands Award-Winning Service with Newly Unveiled Responsive Website

The Larson Group Peterbilt invests in comprehensive website redesign so fleet owners and drivers can easily find Peterbilt parts, trucks, stores and service information with its new quick-search feature—available on any popular device.

Springfield, Mo. ([PRWEB](#)) May 03, 2016 -- The Larson Group (TLG) Peterbilt recently launched its new, fully redesigned website, which offers customers numerous innovative features designed to resize for perfect performance on all popular web-browsing devices. Announced just months after Peterbilt Motors Company awarded TLG the “2015 Peterbilt North American Dealer of the Year” honors at the Annual Dealer Meeting in February 2016, the new website reflects the dealership group’s commitment to continually improving its award-winning service—at every TLG Peterbilt store and, now, online.

As TLG Peterbilt President and Dealer Principal Glenn Larson noted, the redesign focused heavily on creating a better, more convenient experience for the company’s primary customers: “Because our previous website failed to match the quality of our renowned service and products, we opted for a complete overhaul and worked closely with our digital design studio to create an ideal website experience for the folks who trust TLG to keep their trucks in optimal working condition.”

TLG’s website now offers a single destination to browse the latest inventory of new and used [Peterbilts for sale](#) as well as an extensive list of commercial truck services. A particularly powerful addition to the site is the advanced quick-search feature, complete with time-saving filtering options, that displays results nearly immediately—as fast as the user can enter the search query. “Drivers and fleet owners are busy people who, frankly, tend to visit our website only when a problem needs solving. They don’t have time to dig around for answers. With our new quick-search prominently available throughout the site, our customers can now grab exactly what they need, right down to the truck’s detailed specs,” said TLG Corporate Marketing Manager Barbie Langston.

The search and filtering features also save time for customers who need details on a specific TLG [Peterbilt store](#), including the services provided, hours of operation and an interactive Google map for directions. “With more than 20 TLG Peterbilt stores located throughout the Midwest and into the East Coast,” Langston stated, “it’s important that our website lets customers quickly contact the right TLG location to schedule preventative maintenance, custom body work or emergency repair from a certified diesel technician who lives up to TLG standards.”

Those looking for [Peterbilt parts](#) and accessories, including rare and hard-to-find OEM parts, can now use TLG’s website for the job. TLG offers its Peterbilt parts specials online as well as password-protected access to the Peterbilt Fleet ECAT—a comprehensive, online catalog of parts with cross-referencing for aftermarket parts, exploded-view diagrams and VMRS codes to find the exact part needed. As Langston put it, “we believe TLG has a responsibility to help keep trucks on the road, where our customers make their living; by ensuring people can use our site to find the right parts, we’re simply doing our job.”

If TLG Peterbilt continues investing in its website as an online extension of the unrivaled service customers receive from TLG representatives, it appears the dealership group may soon earn the chance to add more hardware to its collection of customer service awards.



For more information about The Larson Group's Peterbilt parts, trucks or individual Peterbilt stores, visit the newly designed [TLGtrucks\(dot\)com](http://TLGtrucks(dot)com) or contact Barbie Langston at [blangston\(at\)tlgtrucks\(dot\)com](mailto:blangston(at)tlgtrucks(dot)com).



Contact Information

Barbie Langston, Corporate Marketing Manager

The Larson Group

<http://tlgtrucks.com/>

417.865.5355 Ext: 1017

Online Web 2.0 Version

You can read the online version of this press release [here](#).