



Deck Your Website with Auto Parts for the Holidays

FrugalMechanic.com unveils e-commerce solution for automotive enthusiast websites to earn extra revenue

Seattle, WA ([PRWEB](#)) January 5, 2009 -- FrugalMechanic.com, a shopping comparison website for auto parts, today announced a new e-commerce solution designed to allow automotive enthusiast websites everywhere to launch their own auto parts comparison engines. Through this new co-branded solution, automotive enthusiast sites can supplement their sites by adding a turnkey e-commerce solution at no cost and without any development work.

FrugalMechanic.com's new program delivers a new revenue stream to websites catering to auto enthusiasts by increasing page views and allowing publishers to earn commission from participating retailers by leveraging FrugalMechanic.com's existing relationships. The free solution is fully customizable to match the look and feel of participating partner sites, which results in a seamless experience for visitors. Shoppers need to simply enter the year, make and model of the car and the part they are looking for and they will be presented with a complete list of buying options sorted by price.

"We're excited that we can deliver this turnkey solution to the auto enthusiast industry at absolutely no cost and help more consumers save money on auto parts," says Tim Underwood, co-founder of Frugal Mechanic. "This solution allows publishers to take advantage of the growing auto parts market, which is the only bright spot in the struggling U.S. automotive industry."

By leveraging FrugalMechanic.com's sophisticated auto part matching technology and search engine, website publishers can feel confident that they are presenting their visitors with the Internet's most comprehensive database of auto parts. FrugalMechanic.com's database of over 5 million part configurations and 40 retailers makes the site the best place to start an auto part search. FrugalMechanic.com routinely collects and compares pricing from dozens of auto part retailers to provide shoppers with the largest selection of auto parts on the Web.

An implementation of the FrugalMechanic.com partner solution can be seen at <http://autoparts.cartype.com>

About Frugal Mechanic (<http://frugalmechanic.com>)

Launched in 2008, FrugalMechanic.com scours the web to provide shoppers with the largest selection of auto parts on the web. FrugalMechanic.com regularly collects and compares pricing information from dozens of auto part retailers so you don't have to. The site's database of over five million part configurations makes Frugal Mechanic the best place to start your auto parts search. The management team consists of veterans from Amazon.com and Microsoft. The company is headquartered in Seattle and is privately held.

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Online Web 2.0 Version

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