



Ownersite Technologies OEM Solution Drives Premium Functionality to Ford Truck Enthusiasts

Private-Label Vehicle Management Solution to be Offered to nearly 200,000 Community Members

Roswell, GA ([PRWEB](#)) March 7, 2004 --Ownersite Technologies, a privately-held technology company based in Atlanta announced today that Ford Truck Enthusiasts (FTE), the Internet's Largest Community And Information Source for Ford truck and SUV owners, plans to offer their Ownersite OEM solution to the FTE online community. Through this agreement, FTE will now be able provide comprehensive web-based vehicle expense & maintenance tracking, as well as preventive service reminders and detailed vehicle management tools to its community of nearly 200,000 members.

Ownersite OEM is a private-label version of its popular consumer product, Ownersite.com. Launched in 2000 and aimed at the conscientious consumer and vehicle enthusiast, Ownersite.com is the Internet's First Comprehensive Web-Based Preventive Maintenance Reminder & Expense Tracking System, providing a powerful suite of tools to tens of thousands of vehicle owners to increase the safety, reliability & value of their vehicles. Ownersite OEM provides an interface with the look-and-feel of the host website, providing them with revenue generation and CRM capabilities.

"We are very excited to have an online community with the size and reputation of Ford Truck Enthusiasts select our solution for its members. Their audience of conscientious and devoted enthusiasts is the exact market for which we built this product," stated Steven Eppinger, President & CEO of Ownersite Technologies.

"Ownersite OEM's capabilities allow us to offer our members a unique one-stop approach to maintaining and enjoying their vehicles. Combined with the information and community available on FTE, Ownersite OEM helps our members maintain their vehicle's value or document a classic truck restoration," added Ken Payne, Founder and CEO of Ford Truck Enthusiasts. "The seamless integration with our look and feel gives us a consistent user interface and allows us to leverage our brand."

Slated for an official public launch in mid-March and available at <http://fte.ownersite.com>, FTE plans to announce special pricing discounts to its premium Club FTE members.

ABOUT OWNERSITE TECHNOLOGIES

Ownersite Technologies is a privately-held technology based company in the Atlanta suburb of Roswell, GA. Founded in 2000, Ownersite Technologies develops and markets CRM software tools for Consumers, Financial Service Providers, Automotive Service Providers, Fleet Managers and Auto Enthusiasts. Ownersite Technologies can be found online at <http://www.ownersite.com>.

ABOUT FORD TRUCK ENTHUSIASTS

Ford Truck Enthusiasts, Inc. is a privately-held company based in Snellville, Georgia. Founded in 1997, Ford Truck Enthusiasts, Inc. publishes a web site with numerous on-line community and information resources for Ford truck, suv and van owners and enthusiasts. Ford Truck Enthusiasts web site can be found on-line at <http://www.ford-trucks.com>



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Online Web 2.0 Version

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