

Cottman Re-Launches Local Websites

Local Sites Bring Expanded Content with Localized Information to Connect with Auto Care Chain's Customers

Horsham, PA ([PRWEB](#)) December 15, 2015 -- In a move to enhance the online experience for its customers on a localized basis, national transmission and car care chain Cottman Transmission and Total Auto Care has re-launched nearly 60 websites for its franchised auto care centers.

The sites are an extension of the theme and design of the brand's national site, which underwent a major overhaul a few months ago at www.cottman.com. It also includes the award-winning content-rich blog "The Cottman Man", which has already won positive recognition from the automotive industry. An example of a local franchisee website re-launched would be www.CottmanofColumbia.com.

"Our goal is to position our local Cottman Man in each community as the resource for a full range of information and advice about car care and maintenance for the customer's vehicle," said Derik Beck, Cottman's VP of Digital Marketing.

The new websites, he said, are designed to help customers identify specific problems with their cars and indicate which might require a visit to their local Cottman center for a free diagnostic and, if needed, a plan for repair with a complete estimate. The sites include local Cottman contact information and links, news of special offers and discounts, as well as other brand and local information that is updated frequently. Customers can schedule appointments online through the site.

"We want our local sites to be the must-visit place online for information that can help customers keep their vehicles running smoothly and safely," Beck added. "The sites are about more than selling our service. They also will help build and enhance the local Cottman Man's connection with the community."

Beck said the new sites, designed to work seamlessly across all format including mobile platforms, are at the forefront of Cottman's customer engagement.

"Outstanding customer service is at the core of all we do," said Cottman President Randy Wright. "The enhanced local websites are a digital extension of our ongoing efforts to serve our customers on many levels, including being there for them with useful and easy-to-access information."

About Cottman Transmission and Total Auto Care:

With locations across the U.S., Cottman Transmission and Total Auto Care is a transmission and auto repair brand that services almost any make or model vehicle, foreign or domestic. Cottman Transmission and Total Auto Care centers specialize in complete transmission service, brakes, suspension, air conditioning service and much more. Cottman's headquarters is based in Horsham, Pennsylvania. For more information, please visit www.Cottman.com and www.TheCottmanManBlog.com.



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Online Web 2.0 Version

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