



## **Suzuki Launches In-Store Pickup With National Dealer Network**

*Suzuki online customers can now pick up their orders at local authorized dealers*

Brea, CA (Vocus) January 7, 2010 -- In June of last year, American Suzuki Motor Corporation launched sales on [www.suzukicycles.com](http://www.suzukicycles.com) utilizing Shopatron-powered dealer fulfillment. Orders placed online are delivered to customers by local ,authorized Suzuki dealers. After six months of steadily increasing sales, the company is now enhancing consumer options by adding one of Shopatron's in-store pickup features: Shopper's Choice.

Starting this month, customers wanting to purchase products on [www.suzukicycles.com](http://www.suzukicycles.com) will be provided with an option for in-store pickup. During the checkout process the shopper can choose a dealer from a list of approved locations in their area where they may pick up their order. If the shopper's products are not immediately available at the selected location, the shopper can have the order shipped to their home or shipped to the selected dealer for future pick-up. As with all Shopatron orders, the shopper receives updates, via emails and text messages, as their order progresses.

"We originally chose Shopatron's dealer-integrated fulfillment model so that we could send closed sales to our dealers instead of competing with them," said Gary Sherfey, Group Manager of Accessories Sales and Marketing of Suzuki. "Now that we offer Shopatron's in-store pickup feature, we are doing even more to send paying customers through their doors."

"In-store pickup is fast becoming an eCommerce requirement in today's marketplace," said Ed Stevens, Shopatron Founder and CEO. "Shopper's Choice allows shoppers to adapt their eCommerce experience to their lifestyle, schedule, budget, and other personal considerations."

"Customers love in-store pickup for Suzuki products because it allows them to interact with local product experts," added Sherfey, "Installation advice, the ability to try on apparel, no delivery charge, and easy returns are all benefits for the customer."

### About Suzuki

The Brea, California-based Operations of American Suzuki Motor Corporation (ASMC) was founded in 1963 by parent company Suzuki Motor Corporation (SMC) and currently markets its vehicles in the United States through a network of approximately 350 automotive dealerships and numerous other motorcycle, ATV and marine distributors in 49 states. With global headquarters in Hamamatsu, Japan, SMC is a diversified worldwide automobile, motorcycle, and outboard motor manufacturer. In 2008, SMC sold more than 2 million new cars and trucks and more than 3.5 million motorcycles and ATVs. Founded in 1909 and incorporated in 1920, SMC has operations in 196 countries and regions.

### About Shopatron

Shopatron, Inc., the leading provider of global eCommerce solutions for consumer goods manufacturers, allowing its brands to engage consumers with a fantastic experience, from shopping through fulfillment. Orders placed on Shopatron merchant websites are filled by a managed, distributed network of fulfillment partners, typically local retailers. Local fulfillment speeds delivery, motivates fulfillment partners to stock more inventory, and facilitates In-Store Pickup, a convenience valued by a majority of online shoppers.

Headquartered in San Luis Obispo, CA, Shopatron operates Coex Freedom, an order exchange with more than



700 merchants and 12,000 fulfillment partners across 35 consumer products industries. Some of Shopatron's merchant clients include Berkley Fishing, Callaway Golf, D'Addario, Johnson Outdoors, K2 Sports, Mammut, MK Diamond, Nordica, Panasonic, Spy Optic, Suzuki and Thule. For more information and a full client list, visit: [ecommerce.shopatron.com](http://ecommerce.shopatron.com).

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**Online Web 2.0 Version**

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