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**FinditParts.com Launches with over 1,000,000 Heavy Duty Truck Parts  
New Website Aims to Change How Heavy Duty Truck Parts are Purchased**

LOS ANGELES, April 6, 2011—FinditParts.com, ([www.finditparts.com](http://www.finditparts.com)) the largest online marketplace of heavy duty, medium duty and light duty truck parts, officially launched its new site to serve the purchasing needs of fleet owners, owner-operators, independent drivers, counter personnel, purchasing agents and mechanics at dealerships and repair shops. The site has amassed an inventory of over one million parts from over 800 leading manufacturers and OEMs and specializes in sourcing hard-to-find parts. Designed to making searching by part number easy and convenient, the site also enables buyers to search by manufacturer and most popular part. Additionally, access to parts specialists is available through a special help feature which allows buyers to “click to chat” or to send a photo of their part by email to FinditParts sourcing agents.

The site and new company was co-founded by David Seewack and Scott Spiwak, heavy duty truck aftermarket veterans with over 30 years in the industry. Previously Seewack and Spiwak owned and operated Associated Truck Parts, at the time the largest retail chain of truck parts in the Western U.S. with 23 stores which they sold to a private equity firm and today is part of the FleetPride chain.

“The heavy duty truck market is huge and complex, not only with the sheer number of parts which we’ve only tapped the surface of, but the nearly 1,000 manufacturers and OEMs. Finding parts is challenging for a whole host of reasons—there is no standard taxonomy for organizing them and searching by make, model and year is simply not an option,” said David Seewack, CEO of FinditParts. “For these reasons, we believe that the

scope and scalability of the Web is ideally suited to finding and buying heavy duty trucks parts across the universe, from the long haul driver in rural areas with limited access to the super fleet managers and distributor counter personnel. Our mission really is to bring the power of the Web and electronic tools to the market for the benefit of everyone.”

In addition to providing a more efficient way to buy heavy-duty truck parts across the industry ecosystem for buyers and suppliers, the co-founders believe the site will add another critical avenue for smaller manufacturers who have limited distribution channels to go-to-market.

FinditParts is tapping the \$15.6 billion U.S. aftermarket with hopes of making inroads into the larger global market, estimated at \$35 billion. Recent trends support robust growth in the heavy duty truck aftermarket: trucks are staying in service longer, logging more miles and requiring more replacement parts; new compliance rules and standards require upgrades; and, increasingly, trucks are sold into international markets upon retirement in the U.S. market. Last year witnessed the used commercial vehicle market set a new record for registrations of 524,500 units with 2010 also marking a record number of new class 8 truck registrations.

The startup is also engaging in strategic marketing campaigns to get the word out to prospective customers which includes ad placement in top tier trade publications. In addition, FinditParts’ affiliate program went live today to drive qualified traffic to the online marketplace and provide revenue generating opportunities for related heavy duty truck part websites and other online businesses with ties to the heavy-duty truck aftermarket. ([www.finditparts.com/affiliate](http://www.finditparts.com/affiliate))

### **About FinditParts**

FindItParts is the largest online marketplace of heavy duty, medium duty and light duty truck parts in the world with over 1,000,000 parts from over 800 manufacturers.

Searchable by part number, manufacturer and most popular parts, it helps customers quickly and easily find the part they need to repair and maintain their trucks.

Serving the universe of buyers from super fleet managers to mechanics and repair and maintenance facilities to owner-operators, FinditParts also provides an alternate channel for small manufacturers with limited distribution as well as another resource for distributors for hard-to-find parts. Tapping the scope and scalability of the Web, FinditParts is changing the way heavy duty truck parts are sourced and purchased for the aftermarket industry projected to be a \$16B market in the U.S. and a \$35B global market. FinditParts was founded in 2010 and is based in Los Angeles, CA.