How a DCi Electronic Catalog Grows Your Business!

New CatalogRack eStore services let traditional resellers make the

to sell online with a shopping cart, or "just need a website" to market

locally. Powered by CatalogRack. Google feeds and integration with

DCi: The ONE-Step Sales Network

Application Data. Load Sheet Data. Image, PDF & Video Content.

Twitter and Facebook included. Your brand is included at no extra cost!

Increase sales with brick & mortar resellers.

leap to sell or market online with turnkey websites whether they want Google

CATALOGRACK

Brand exposure at 7.500+ resellers.





Used by qualified resellers locations that sell to more than 6 million shoppers each month. Resellers search on over 200 brands and more than 1 million part numbers. Over \$1 billion parts at retail price are looked up each year. Expanded visibility at no extra cost!

Catalog Rack eStore CAMPING WORLD Pace?









Increase WD sales, cut costs.

CatalogRack Custom WD service, paid for by the WD, adds custom parts lookup to their B2B website to feed jobber orders into their order system. Your WD expands your brand's sales, so it's a "win-win". Your brand is included at no extra cost!

Mobile Marketing

Reach millions of mobile consumers

More shoppers will be accessing the Internet with smartphones or tablets than with computers — it's the fastest-growing communication channel in history. DCi creates a mobile-friendly catalog that detects mobile devices, for your website, no programming required. Try it with your phone at www.OptimaBatteries.com!



support your resellers.

Most consumers search on the Internet before buying anything! They usually look on a manufacturer's website first. With iWebCat, DCi can easily embed a complete online catalog into your existing website to help consumers make brand decisions and direct sales to your resellers.

LoadSheets.com

Serve vour key buvers.

eCommerce and chain key buyers in the industry

(thousands reached each month). Your key buyers

can download cleaned, standardized and validated

data through LoadSheets.com, our free industry

service that lets buyers at all reseller levels create

error-free custom load sheets in minutes instead

of hours. Your brand is included at no extra cost!

Only DCi can reach correct WD, mail order,







Sell through the world's largest replacement parts market.

DCi feeds the Activant and Wrenchead (WHI) eCat networks with parts data and enhanced content used by hundreds of replacement parts WDs and thousands of jobbers and service repairers. Your data is delivered on these networks: Parts Plus. Auto Value/Bumper to Bumper, CARQUEST, Pep Boys, O'Reilly Auto Parts, Canadian Tire and Blain's Farm and Fleet.

AutoZone Increase sales through over 15.000 chain stores.

DCi has strong relationships with with all major automotive chains. We deliver custom-formatted catalog data direct every day. If you sell through chains DCi is practically a requirement.





Increase sales through multi-channel merchants.

Transamerican Auto Parts (TAP) is an example of DCi's enterprise solution. DCi brands are integrated with stores, DCs, and multiple websites with continuous data synchronization of new and existing part numbers. TAP-approved brands are included at no extra cost!



Increase sales through mail order.

Continuous sales expansion and data synchronization across 100% of your product line ensures visibility of all new and existing products in call centers and on websites.

amazon.com

f





eTailer DataFlow

Increase sales through established eCommerce eTailers.

From a \$10 billion annual marketplace like Amazon, to nearly \$300 million per year at US Auto Parts, down to small niche resellers, these online companies depend on DCi's eTailer DataFlow feeds to power their websites. Your brand is included at no extra cost!

Just ask these leading manufacturers... ✓ NEW in the past 12 months!

ACCEL ADVANTAGE TRUCK ACCESSORIES AEM INDUCTION AEROQUIP PERFORM aFe POWER AGRI-COVER AIR LIFT

ARB

✓ ARIES AUTOMOTIVE ARMOR LID ARNOTT. INC AUTO METER AUTO VENTSHADE BACKBACK BAK INDUSTRIES **BANKS POWER** BEDRUG

BE GOODRICH BULL DOG

BODY ARMOR BORLA PERFORM / BRITE CHROME / BUDGE INDUSTRIES BULLY DOG / BULLY TRUCK ACCESSORIES

CANTON RACING

CARRIAGE WORKS CENTERFORCE CIPA MIRRORS CLOYES COAST TO COAST CORSA PERFORMAN EXHAUST COVERCRAFT

/ DRAW-TITE CST PERFORMANCE DUPLI-COLOR PAINT / CURRIE ENTERPRISES DYNOMAX

DAYSTAR
DC SPORTS
DEE ZEE
DEFLECTA-SHIELD
DeWALT DIABLOSPORT DICK CEPEK / DRAKE AUTOMO

EATON EBC BRAKES EDELBROCK EDGE PRODUCTS **ENERGY SUSPENSION** ENERPULSE EXEDY CLUTCH EXTANG

FARTECH

FLEX-A-LITE FLOWMASTER FORD RACING
FOX RACING SHOX FULTON GENUINE GEAR GIRSON PERFO GOODMARK FIRESTONE RIDE-RITE GRANATFILL

GRIFFIN THERMAL GROUND FORCE HANSON OFF ROAD/ PUREJEEP HAWK PERFORMANCE HAYS HEDMAN HEDDERS

HELLA LIGHTING CREATIONS HIGHI AND CARGO

HOLLEY PERFORM 1/JKS HOOKER HEADERS HOPKINS HOTCHKIS SPORT SUSPENSION HUSKY LINERS HUSLER HEDDERS INI AND EMPIRE

K&N ENGINEERING KARLYN KAT'S HEATERS KING SHOCKS KRYI ON LAKEWOOD I OKAR LUND MAGNAFLOW

JET PERFORMANCE | ✓ MARADYNE MBRP EXHAUST METRA ELECTRONICS MICKEY T. TIRES MICKEY T. WHEELS MIDWEST TRANSMISSION MII F MARKER MONROF SHOCKS

MOTIVE GEAR

MOTIVE GEAR TRANSMISSION MR. GASKET MSD IGNITION N-FAB NIFTY NITROUS EXPRESS ODYSSEY OMIX-ADA

As a DCi Partner, all sales opportunities in blue are No-Charge options! ACCESSORIES / PIAA / POWER SLOT / POWER STOP

POWERMASTEI POWERTRAX PRO COMP XTREME

PACE EDWARDS PAVEMENT ENDS

PRECISION GEAL

WHEELS

PRO COMP ROCK CRAWLER PRO SERIES PRODUCTS PRORYDE SUSP. SYS.

RAMPAGE PRODUCTS

✓ RAPTOR SERIES
RBP ROLLING BIG POWER READYLIFT RHINO RACK

REESE TOWPOWER
REVTEK RHS RACING HEAD ROAD ARMOR ROAD SPORT

RUGGED RIDGE RUSSELL SKYJACKER SLIME SMITTYBILT SPECTRE PERFORMANCE SPYDER AUTO SSBC PERF. BRAKES
STEEL CRAFT AUTOM STOP TECH STREET SCENE

✓ RUBICON EXPRESS

SUPERLIFT TEKONSHA TERAFLEX THULE TRACRAC

/ SUNCORE SUSPENSION SUPER SWAMPER SUPERCHIPS T-REX GRILLES TAYLOR CABLE

TRUXXX TUFF COUNTRY UNDERCOVER USA STANDARD GEAR ' **UWS** VALLEY INDUSTRIES

WEIAND
/ WESBAR XENON