

COMPANY SHOWCASE


Motovicity

DISTRIBUTION

If you're involved in the high performance sector of the aftermarket and haven't heard of Motovicity, stay "tuned."



Motovicity has two large warehouses to stock parts from over 140 suppliers.



Tucked away in a suburban Detroit industrial park, Motovicity Distribution is a rapidly-growing wholesale distributor of high performance aftermarket parts. Founded in 2002, the company mission was to specialize in ‘hardcore’ performance for modern fuel injected vehicles.

The original focus was on sport compact performance, “tuner cars” and such. In recent years, however, Motovicity has been asked by its customers to provide more parts and components for modern muscle cars like the Ford Mustang, Chevrolet Camaro and Dodge Challenger.

Growing from a dozen employees eleven years ago to more than ninety today and more than doubling its warehousing, the company has been recognized at a leader in the field. Motovicity Distribution was named the SEMA Warehouse Distributor (WD) of the Year at the SEMA Show in Las Vegas this past November.

The company’s overall business philosophy is quite unique, from staffing to sales, to warehousing and shipping. First, the

staff must all be “Car Guys and Gals.” Each employee is well versed in at least one area of the automotive world as enthusiasts, tuners, competitors or hobbyists. All sales staff members are Certified Parts Specialists and some are ASE Certified Technicians. When you speak to a salesperson, you are speaking to an expert. In fact, the facility has an auto shop area, complete with lift, for employee use.

Motovicity believes in a pure distribution system. When asked about the company’s stance on wholesaling, Brian Lounsberry, Vice President of Marketing and Sales said, “We are a true wholesale warehouse distributor, and we are dedicated to delivering our customers the best service in the industry. We also fully support the two-step distribution model. We never sell to the end user, so we will never compete with our customers for the same sale.”

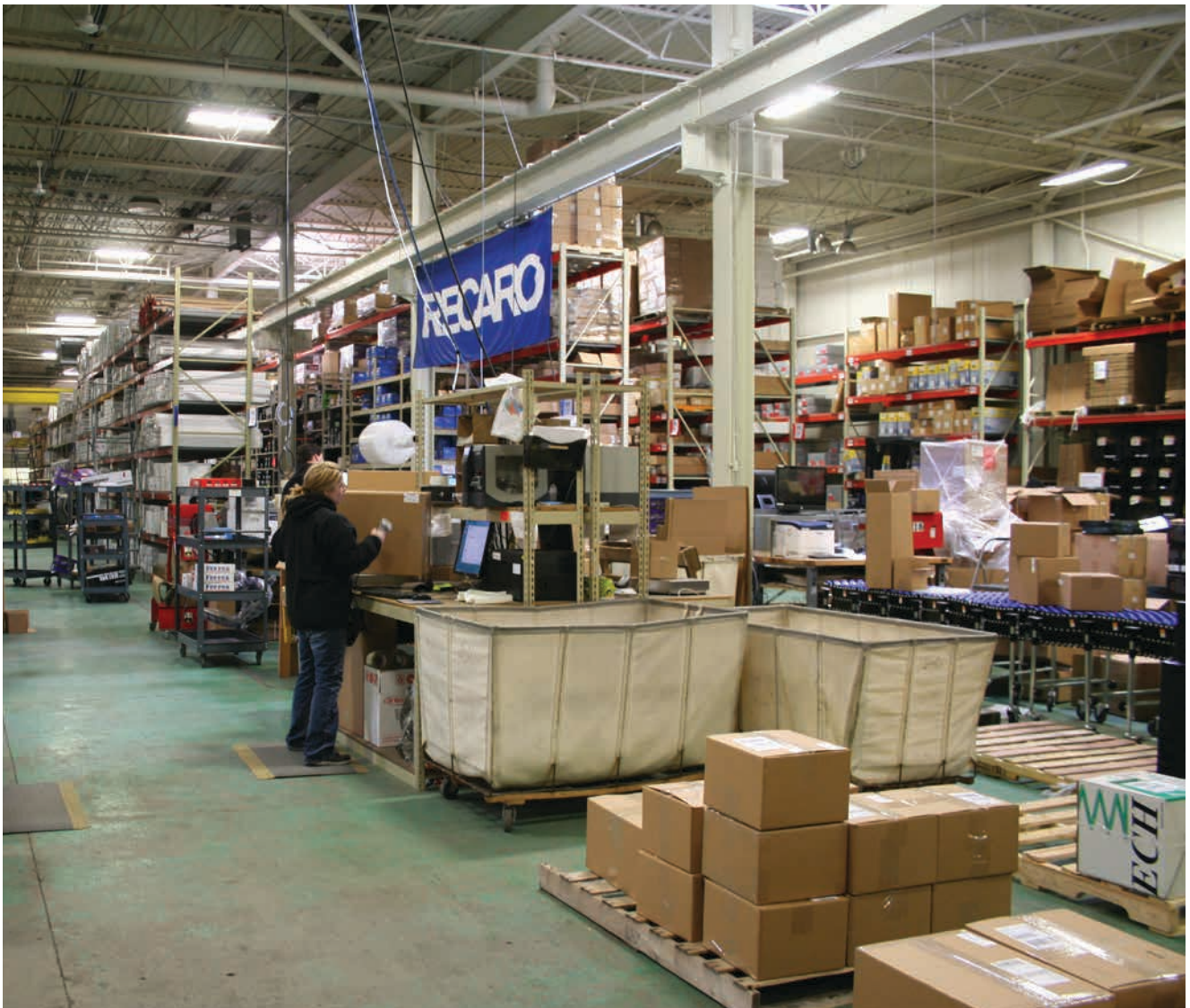
When making decisions on inventory, the company listens to its customers. Rather than make stocking decisions based on profit or the desire to “push” certain lines, stock selection is centered on the needs and

requests of existing customers, and the hope of reaching new customers with those needs.

Inventory levels are kept at optimum levels so orders can be filled quickly. Sales projections enable Motovicity to anticipate needs based on current and recent sales. The company recently expanded to a second large warehouse nearby to maintain stock of more than 140 product lines, including the biggest and best parts and component suppliers in the industry.

Order processing and shipping is done rapidly and accurately. The company believes this keeps customer's inventory down and raises their profit margins. Orders are processed within 1 business day and next day delivery is available for most orders.

These factors, combined with high customer satisfaction and loyalty, and a growing customer base translates to a vibrant business outlook for Motovicity. Check out the company's website at www.motovicity.com.



Orders are filled and shipped at both warehouse locations.



Motovicity stocks pipes for customers who wish to do custom bending and manifolds.



Each Motovicity sales representative is knowledgeable and versed in the automotive aftermarket industry.