



## Cutting the Parts Chase

The thrill of restoring classic vehicles is often spoiled by the painstaking hunt for just the right part. Now, GM is riding to the rescue.

GM Restoration Parts has launched a web site that brings together thousands of officially licensed GM Parts for classic GM vehicles together under one electronic roof.

At [www.gmrestorationparts.com](http://www.gmrestorationparts.com), visitors can easily search for just the parts they need from GM Restoration Parts Licensees and quickly place orders electronically or over the phone. Also, GM Dealers can source parts from the site and are billed directly on their GM open account.

By gathering officially licensed GM Restoration Parts from all registered Licensee's under one domain name, the site effectively speeds the search for desired trademark parts. Over time the site will offer close to 100,000 SKU's.

"Our market research indicates that sometimes classic car enthusiasts don't know where to get the parts they need," says Carol Balgenorth, with GM Restoration Parts. "They've said, 'wouldn't it be great to have all of these Licensees in one place.' And that's what we've been able to do with this new web site."

"The site itself is very retail, e-commerce oriented. It works similar to an Amazon.com-type experience," continued Balgenorth. "Plus, we're very customer-service focused. The toll-free contact center is staffed during business hours to answer non-technical questions and take phone orders."

The site's search and order placement and fulfillment capabilities, designed by longtime GM fulfillment partner, Helm, Inc., makes finding and ordering parts intuitive and simple. Garry Cole, vice president of marketing for Helm, which supplies factory-authorized technical publications for GM, says site visitors are now able to search for parts by keyword, item number, vehicle make, model and year and product category.

Helm is responsible for transmitting all orders electronically to Licensees, who will in turn handle order fulfillment and delivery. Helm also facilitates product returns to the Licensees. While the site doesn't preclude Licensees from continuing to maintain their own sites and sell directly, it stands to simplify life for anyone engaged in restoring classic vehicles, from do-it-yourselfers to dealers to restoration specialists.

GM Restoration Parts is betting that restorers can use the time they save hunting for parts for something more productive—like enjoying the fruits of their labor.

## **For GM Restoration Parts Licensees...Include your GM Restoration Parts in the new web site.**

If you are a GM Restoration Parts Licensee and would like to include the GM Restoration Parts you provide in the new web site, contact Garry Cole with Helm, Inc., 313-733-3501. If you are a Restoration Parts Manufacturer and would like to manufacture and sell Officially Licensed GM Restoration Parts, please contact Gary Skelton with Equity Management, Inc., 248-680-9150.