

# PRESS RELEASE



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## Diesel Power Products Launches New Website on 20<sup>th</sup> Anniversary

**August 14, 2019 (Spokane Valley, WA)** – Diesel Power Products is celebrating their 20<sup>th</sup> Anniversary and humbly attribute that success to their customers, employees, and the quality manufacturers they represent. To commemorate such an achievement, and with their sights on the next twenty years, they have served up an entirely new online experience for diesel owners and enthusiasts. The diesel industry is changing rapidly with challenging new emission standards that has created confusion about compliant products, thus causing consumers to have yet more questions. Their solution? Create a website that houses all the information one would need when determining the right part for a diesel vehicle, equip it with practical search functions loaded with informative content, and with the ability to do it all from one location. “Our new website offers an unparalleled experience for online shopping in the diesel market” CEO Bryan Howell confirms, “reinforcing our position as *America’s Diesel Superstore*. We sought to create a user-friendly experience; to quickly answer questions and ensure buyer confidence while offering advanced easy-to-use online tools.”

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The following are just some of the new and improved features you can expect from [Diesel Power Products'](https://www.dieselpowerproducts.com) website:

## DEFERRED CORE PROGRAM

They have reintroduced the highly valued Deferred Core Program. This benefit allows their customer to “defer” associated core charges that would typically be paid for upfront, only to be refunded upon returning the core part later. And when it comes to big-ticket items such as transmissions that see core charges nearing \$3,000, that can easily mean the difference between affording that part or having to go without. Think of it as putting the core on an open tab and once the core is received within the allotted time allowed, the charge will be deleted altogether, so you never have to pay it!

## PERSONALIZED “MY GARAGE” + ADVANCED CUSTOMER ACCOUNT PORTAL

When you create an account with Diesel Power Products, it is so much more than the ability to view your order history and track packages. They want customers to feel as part of their team, and as such, they created, My Garage. This will allow customers to save their own vehicle application(s), including personalized vehicle images, and then create build lists for those vehicles using products they select from the site. What’s more, later a user can quickly and easily refer to their saved vehicle builds in their garage and send any saved products to the shopping cart at any time they’re ready to purchase. Not only is it a tool to save and buy products, but it provides a means to plan and build a dream rig or even just prioritizing and budgeting for a vehicle project. Even better, Diesel Power Products tech specialists can view their customers’ garages and assist with part selections, fitment verification, and even help with the customer’s part prioritization.

## CUTTING-EDGE MOBILE EXPERIENCE

This isn’t a new concept, but it was due time to create a mobile experience that could be navigated from a phone as simple, if not simpler than from a desktop, delivering the parts and information with supreme ease using advanced filtering and search capabilities that are unparalleled in our industry. And this is exactly what this new platform has achieved.

## A+ PRODUCT INFORMATION AND CONTENT

Diesel Power Products has always striven to deliver useful, relevant content. In most cases, this means creating their own content when not readily available from the manufacturer to better detail the product and installation. They create relatable blog articles and informative videos that are now directly linked with the products you're searching for that provide helpful information when making a buying decision.

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## IMPROVED PRODUCT FILTERS

Being able to find products as quickly as possible is just as important as making sure a part fits a vehicle. One way we help accomplish this is with intelligent filters to more accurately narrow search results coupled with a more accurate vehicle specific lookup feature.

“It’s exciting to see this new website come to life” says General Manager Cooper Rasmussen, “the future is now with our new site and we hope the public finds it as useful as we do. We went into this with our customers’ needs at the top of our list. We, ourselves, are diesel enthusiasts first and hope to provide customers with not just the best diesel parts website in the industry, but also the best service one would expect. I believe we have achieved just that.”

**New Website:** [www.dieselpowerproducts.com](http://www.dieselpowerproducts.com)

**For more information regarding Diesel Power Products website, please watch this informative video:**  
<http://bit.ly/DieselPower-20th-Anniversary>

**About Diesel Power Products** – Diesel Power products was founded in 1999 in Pasco, Washington by offering specialized diesel performance upgrades. In 2005, they relocated to Spokane, Washington, a region with a massive diesel vehicle and equipment market, and expanded their catalog, becoming one of the nation’s largest diesel and aftermarket part retailers, reaching all 50 states. With the market also in high demand for off-road accessories, the company formed Power Products Unlimited, Inc. after adding Offroad Power Products to the roster in servicing the off-road enthusiast lifestyle, including the acquirement of the Fuel-Bomb Diesel Additives brand. Their way of doing business has earned them the Bizrate Circle of Excellence Award and an A+ Rating from the Better Business Bureau. The company now offers thousands of products from hundreds of manufacturers and has stayed true to the core principles they were founded on: **Quality and Service.**