

Wrenchhead Testimonials

Over 1,000 customers get results with Wrenchhead.

Wrenchhead, Inc. engineers ebusiness solutions for the Automotive Aftermarket that help our customers build better businesses and increase profits.

Half of the Top 50 Auto parts distributors in North America and over 20 Fortune 500 Companies rely on Wrenchhead's products and services to give them the competitive edge.



"Everybody has realized that the "battle for the bays" is now being fought over the Internet. Our strategy to develop common communication platforms between customers and Parts Plus is really taking hold. Our integrated distributors and Auto stores have realized the importance of connecting to their wholesale customers. Wrenchhead has developed the tools and expertise to make this ecommerce system deployment a success. They continue to be a good business partner that believes in open IT architecture. Wrenchhead's management team also understands the importance of being flexible in their approach. The fact that they do not have a transaction fee is just one example of that."

*Alan Bostwick
Executive Vice President
Parts Plus*



"Wrenthead is currently the fastest e-cat supplier, by far. You are literally months ahead at times and we certainly appreciate your efforts. Our customers also appreciate being on top of enhancements to coverage. Tell your folks we love 'em."

*Jeff Alexander
Director, Application Management
Dana Corp. Underhood Group
Clevite Engine Parts*



"Our customers rely on our member stores to provide them with the parts they need, when they need them. Nexpart is a tool that helps ensure that happens as quickly and easily as possible. By providing better customer service, our customers never have to go anywhere else for their parts needs."

*Mike Kamal
President
Independent Auto Parts of America*



"Wrenthead is a high quality data supplier that is as good as any current supplier of electronic applications data out there. We know they are doing a great job because our customers never complain to us about their applications data which was processed by Wrenthead. We wish that was true for all electronic data suppliers."

*Larry Herbert
Honeywell
Consumer Products Group
FRAM/Autolite*



“We have implemented a comprehensive solution from Wrenthead that leverages technology to streamline our aftermarket and distribution operations. We challenged Wrenthead with an aggressive rollout schedule to convert our operating systems so that the change was transparent to our customers. MacCel delivered, standing behind their products, services, and commitments every step of the way. We are very pleased with the total systems solution provided by MacCel.”

*Lyman Tschanz
General Manager
Modine Manufacturing*



“Wrenthead has been a long-standing supporter of our efforts to develop catalog data standards. Wrenthead helped lead the adoption of our original Catalog Standard several years ago and has taken a leadership position with our next generation standard, ACES. Together our goal is to reduce costs for the industry and make real time data a reality.”

*Scott Lockett
Vice-president for technology standards and solutions
AAIA*



"I can't tell you how positive the response is to the Smart Pages and the overwhelming combination of the Wrenthead E-catalog and Part Interchange.

I was at a customer this past Tuesday and found the lead counterman reluctant to migrate to the new windows based platform. He had just got off the phone with the Cadillac dealer who informed him the number on an oxygen sensor was obsolete and could not be crossed. The part was an AFS73. I used Part Interchange to immediately cross it to a Standard SG276 which he had on the shelf!

A few moments later - he needed a headlamp bulb for a 2004 KIA. His paper catalog only listed thru 2003. He was explaining to the customer how it would "probably still fit" - but the customer wasn't too happy with that response. I quickly looked up the part using Posittrak On Windows and was able to confirm for the customer it was in fact the same part.

Not long after that - they had an issue where a part did not match the picture in the paper catalog. I was able to find images that part, and a competitive part using Smart Pages, which resolved the issue.

Needless to say, the Wrenthead catalog was an overwhelming success - even for the "reluctant" counterman."

*Mike Luddy
President
Posittrak*



"During the past year, Wrenthead has made dramatic improvements in their electronic cataloging. Most major manufacturers have been totally rebuilt. We have seen our error reports cut by more than 75%. A few months ago, we implemented a hot key (CTRL-P) that will allow the customers to electronically log errors to be reported to us. Please encourage all of your customers to use this method to quickly note errors for us. Any errors that are reported are corrected and back to the customer within 60 - 90 days. One customer who was so vocal to have this option available actually called me and offered an apology for not using it as much as he expected because lately he's not experiencing many errors to report."

*Keith Doyle
Amador Business Computers, Inc.*

"As a former Triad user, I was under the impression that the Triad catalog was the only catalog that could meet my needs. However, I have used the Wrenthead Catalog for over a year now and we have seen tremendous progress. I am happy with the coverage and quality it provides for my counter staff and me. The Wrenthead Catalog has all the information I need to run my business."

*Greg St. Onge
Owner, BC Auto Parts*

"We've used the Wrenthead Catalog for many years. Our software provider recently invited us to use the Triad catalog as an alternative. After trying it for a few weeks, I asked my staff if they wanted to change. Unanimously, they voted to continue using Wrenthead. We use the catalog every day to service our customers and conduct day-to-day operations. I would recommend the catalog to anyone looking for reliable parts information."

*Dave Gish
Irvine City Auto Parts
Irvine, CA*

"The Wrenhead Catalog and Interchange has played a central role in increasing the accuracy and efficiencies in our stores. We recently implemented a new catalog interface that includes Wrenhead Counterman Question functionality and Part Interchange. In all my time in this business, I have not seen a software product so easily and enthusiastically accepted by our counter personnel."

*Richard Swanson
Maynard Auto Supply
Burlington, VT*

"The rep from CCI/Triad pesters me weekly and offers me all types of special pricing to get us to switch. But I love the new version of Wrenhead and will not consider going back to CCI/Triad. I'm sure that if more people were able to see the Wrenhead data, they would switch from CCI/Triad to Wrenhead as we have done. It's a better value all the way around."

*David Yanuck
Diamond Auto Parts
Mt. Pleasant, PA*

"I thought that you might get a kick out of this. The Raybestos rep just told us that even the brand new systems that are being put out do not have catalog coverage even close to being accurate or current on their systems. He told us that we're very lucky to be using Wrenhead data."

*Richard Swanson
Maynard Auto Supply*

"The Wrenhead Catalog and Interchange tools have raised our company to the new levels of efficiency required by today's extremely competitive market condition."

*Steve Gresalfi
Aircore
Hempstead, NY*

"We used to use Triad's Catalog. But we've since changed to the new Wrenthead Catalog with Part Interchange. We're far more satisfied with the Wrenthead service than we were with Triad. It is better data and a better deal."

*Steve Leonard
Breckenridge Auto Supply
Breckenridge, TX*

"We have been using the Wrenthead Catalog for the last several years and the latest updates have really been great! After installing the latest updates, my counter professionals have all noted how the lookups show much more detail. One of my top counter professionals, Joe Gotch said, 'The new Wrenthead Catalog seems to be very accurate. I have yet to have a problem where the part I looked up was wrong.' All in all, we are very pleased with the Wrenthead catalog."

*Jim Heffernan
Heff's Automotive Supply Inc.
St. Louis, MO*
