



SPEEDcat

Improved parts data means better results in the marketplace

Helping your customers get parts faster and easier is our mission at Digital Performance. We are Internet and data experts. Let us handle all your data and online needs so you can focus on your core business.

Digital Performance can provide you the tools to get your data accurate, or we can do everything for you. We will also make sure your data gets to all of your distributors in a format that is easy for them to incorporate.

FitsRight Data helps you keep more of the money you make by reducing returns

Reducing returns also means increasing customer satisfaction and customer lifetime value to your company.

From OEM replacement to performance-enhancing parts, accuracy is the goal. So Digital Performance created SPEEDCat™, web-based software that allows you to create data that is compliant with your trading partners' current requirements - and today's evolving industry data standards.

We call this data FitsRight Data. It's designed to be the backbone of your cataloging, eCataloging and eCommerce initiatives. FitsRight Data remains useful as new vehicles are introduced and as data distribution methods and channels change. Updating your data can be accomplished two ways:

- 1) self-maintain your data through our simple web interface, or
- 2) have DPI's team update your data for you.

The advantage of an industry approved data standard is that everyone will use it.

A single data standard simplifies your task of creating product data, and distributing that data to warehouses, jobbers and resellers. It makes updating a simple matter of transmitting a file. It shortens time-to-market and reduces the chance of a product being returned. And, we all know that time and accuracy equals money!

Better data delivery means more products sold

AAIA has estimated that getting your data cataloged properly can increase sales 30%. Shouldn't you be doing this? After all, more and more of your competitors are.

SPEEDCat puts you in command

FitsRight Data is produced only through the SPEEDCat software. You can use it to create standardized parts and fitment information in-house. Alternatively, Digital Performance can create FitsRight Data for you from your available product information, whether it's application charts, product data or other descriptions. Either way, the data created is yours to own and control. SPEEDCat helps you create the Product Data that Keeps You in Control - and Boosts your Bottom Line!

WHAT ACCURATE PARTS DATA MEANS TO YOU



SHOPPERS FIND YOUR PARTS QUICKLY AND EASILY



MORE ACCURATE VEHICLE FITMENT



REDUCED RETURNS



MORE PARTS SOLD



STEP 1: COLLECT PARTS DATA

Gather CDs, images, print catalogs, spreadsheets, post-its... anywhere your data is currently held.



STEP 2: CATALOG YOUR DATA

The SPEEDCat web-based software lets you easily catalog your parts data anytime, in real time... or DPI can do it all for you.



STEP 3: FREELY DISTRIBUTE YOUR DATA

DPI will ensure that your data gets to all of your distributors in a standard format that's easy to integrate.

THE MOST COMPLETE PLUG-AND-PLAY PERFORMANCE MARKET DATABASE IN THE INDUSTRY.

SPEED DATABASE FROM DIGITAL PERFORMANCE, INC.

Distributors and retailers can populate an online store with a full range of products in a matter of minutes.

Organized under a consistent and SEMA-approved data format, SPEED incorporates all aspects of product data, selling support, pricing, etc. But most important, it incorporates the most accurate year-make-model (YMM) fitment information in the aftermarket industry. With accurate YMM fitment, costly returns and customer loss/dissatisfaction are dramatically reduced. Users of the SPEED database enjoy higher sales and improved customer lifetime value.



| | SPEED | LEADING ALTERNATIVE |
|---|------------------------|----------------------------|
| Number of Brands | Nearly 700 | Less than 140 |
| Number of Applications | Over 150 million | 30 million |
| Number of Users | Over 370,000 per month | Less than 100,000 total |
| Performance Attributes | YES | Limited |
| Focus on Popular Parts | YES | NO |
| Focus on Popular Vehicles | YES | NO |
| Partnership to offer solutions to large OEM replacement companies | YES | NO |
| Created to make parts searching easier on the Internet | YES | NO |
| Web-friendly interface to search by part number, category, engine, year/make/model | YES | NO |