



Press Release

For immediate release

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SECOND CONSECUTIVE GOLD CONTENT EXCELLENCE AWARD FOR WEB CATALOG

BOUCHERVILLE, QC – May 5th, 2020 – Spectra Premium Industries received the Gold Content Excellence Award for Web Catalog from the Automotive Content Professionals Network (ACPN) during the 2020 ACPN Knowledge Exchange Virtual Conference underway from May 4th to May 6th, 2020.

The Content Excellence Awards recognize the best examples of print and electronic cataloging in the vehicle aftermarket, based on pre-defined criteria.

“It is always an honor for us to receive this award, which rewards the group efforts of our after-sales support teams, namely the parts information management, parts application management, web development and marketing teams,” says Martin Brazeau, Vice-President Operations – Spectra Premium. “A good customer experience begins right when users need to quickly and effortlessly find the part that they are looking for. In the current context, web catalogs are more relevant than ever, and we are very pleased about this recognition of the quality of our data and the ease-of-use of our [eCatalog](#) on mobile devices as much as on desktops.”

Spectra Premium has been regularly rewarded by the ACPN – or by its previous iteration, the National Catalog Managers Association (NCMA) – for catalog content and mobile application excellence, including last year’s 2019 Gold Content Excellence Award for Web Catalog.

Spectra Premium Industries (www.spectrapremium.com) is a privately-owned global company that develops and manufactures OEM and aftermarket parts for passenger and off-highway vehicles as well as light-duty and heavy-duty trucks. Automakers, industrial manufacturers, auto technicians and car owners choose the reliability and quality of Spectra Premium products for their heating & cooling, fuel delivery and engine management systems.

Headquartered in Boucherville, Canada, the company's 1,300 dedicated employees have been the cornerstone of its innovation and exceptional customer service since 1989. It owns and operates five manufacturing plants in North America and Europe as

well as its own tooling workshop. Comprised of 16 warehouses, its distribution network service American, Canadian and Mexican aftermarket customers.

Trust your vehicle to Spectra Premium.

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