

CarParts.com Unveils New Brand Identity that Drives Customer Experience

Customer-Informed Redesign Takes Stress Out of Automotive Issues

CARSON, Calif.--(BUSINESS WIRE)-- (NASDAQ: PRTS). As it seeks to simplify and improve the car parts buying and vehicle ownership experience, [CarParts.com](https://www.carparts.com)—a division of US Auto Parts Network and one of the largest online providers of automotive aftermarket parts and accessories—debuted a new website, logo and tagline. The rebrand is the culmination of detailed user testing and research as well as an extensive review of customer feedback, and will reflect the company’s comprehensive offerings, value and mission to make online parts shopping even easier.

“The driving experience is evolving and so is CarParts.com,” said Lev Peker, CEO of US Auto Parts Network. “Drivers have made clear what they are looking for: a streamlined experience tailored to their individual needs. While our name remains the same, our logo, website and tagline have changed to reflect a modernized approach that’s representative of the company’s evolving products and services.”

The redesign focused on user experience, optimizing the vehicle selector and overall interface to help customers find the right parts for their vehicle more quickly, regardless of customers’ automotive expertise. In response to customer feedback, the new website also features streamlined checkout and returns processes, expedited delivery options, and competitive pricing.

The new visual identity conveys the company’s commitment to car owners while maintaining its 22-year history as a trusted and knowledgeable resource for drivers when automotive issues arise. The brand includes a new tagline, “Right Parts, Guaranteed,” referencing how any part purchased from CarParts.com is guaranteed to fit your car or your money back. The refreshed logo and tagline will appear on the company’s website, social channels, advertising, and packaging.

CarParts.com also released its [first official ad](#) on YouTube, Facebook, and Instagram, an example of its new branding initiative, with a spirit of approachability and more personal feel that highlights the company’s driver-first mindset.

“A brand is so much more than just a redesign,” said Houman Akhavan, Chief Marketing Officer of US Auto Parts Network. “It reflects who we are as a company, our mission, values, and all we offer our customers. Our customers should always know that we are here for them. The new brand makes our commitment clear.”

The new branding is part of CarParts.com’s multifaceted approach to growth — which also includes a great focus on high-margin products, operational efficiency, and careful investments-- that is transforming the company into the go-to aftermarket parts brand.

CarParts.com executives are available to discuss the new brand. To arrange an interview or learn more, please contact Sasha Trosman at press@usautoparts.com.

About [CarParts.com](https://www.carparts.com)

Established in 1999, [CarParts.com](https://www.carparts.com), a division of US Auto Parts Network, is an e-commerce auto parts retailer. With over 10 million orders shipped, we’ve helped millions of customers across the United States find the right part for their vehicle and get back on the road, hassle-free.

Our vast catalog provides a one-stop shop for quality, discount auto parts and car accessories across a large selection of vehicle makes, including but not limited to Ford, Dodge, Toyota, Honda, Chevy, Volkswagen and more. All of our parts are sourced by industry veterans with a combined 100+ years’ experience in automotive mechanics with rigorous quality control.

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