



"Ceek" And Ye Shall Find Clevite Engine Parts Brings Engine Kit Cataloging Online

December 5, 2001

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Ann Arbor, Michigan -- Dec 05, 2001 --

The Windows based software (CEEK) that helped vendors look up, maintain and create engine kits is now available online as a Web Application through Clevite's Web site, <http://www.engineparts.com> and at its own home <http://www.CEEKOnline.com> — providing engine kit solutions for the 21st century.

The online version of the Clevite Electronic Engine Kit (CEEK) takes the convenience of an electronic catalog to an entirely new level by providing the means for warehouse distributors and jobbers to reference, verify and customize the contents of an engine kit online. CEEK was originally introduced in 1996 as a software program package and was intended to replace traditional print catalogs with a more efficient electronic version. In addition to its organizational abilities, CEEK enabled vendors to produce kit catalogs, pricing sheets and even allowed the customer to set various pricing levels.

CEEK Online provides not only the fastest, but also the most effective way to query product information. CEEK Online eliminates the need for the installation of software. The speed and ease of use of CEEK Online is a valuable time saver for distributors and jobbers. Less time searching through a print catalog means more time to support customer needs.

"Even in its first stage there are several obvious benefits to using CEEK Online over traditional paper and software cataloging," says Ken Todd, Engine Kit Team Leader for Clevite Engine Parts. Customers will be able to receive updated product information on a real time basis instead of having to wait for periodic pricing sheets or yearly catalogs — whether printed or on CD Rom. Getting current and correct information to a customer as quickly as possible has always been crucial. CEEK Online now enables Clevite to provide its customers with immediate solutions for their engine kit questions.

CEEK Online was developed by Internet Applications & Solutions, Inc. (IAS), an Ann Arbor-based provider of ASP Solutions and Internet marketing services. Arthur Talbot, president of IAS (<http://www.ias.net>), says the project is an excellent example of how effective and useful the Internet can be in today's business world.

"We are building and packaging our technologies to provide an intuitive Customer portal for accessing vast quantities of information to those who need it quickly, reliably and accurately. That's what CEEK Online is all about."

CEEK Online provides access to Clevite's full cataloging of light vehicle and marine

engine kits and is the perfect reference tool for those who sell, distribute and install Clevite Engine Parts engine kits. Todd added that using CEEK Online is as easy as surfing the Web. Once logged on, users simply need to follow the application path to their desired engine kit. Online users can even customize the kit to meet the specific needs of their particular application — easily adding over and undersized parts. CEEK Online customized listings also provide a perfect reference and ordering tool and greatly reduce the risk of miscalculating an order.

Two versions of CEEK Online are available on Clevite's Web site – one for general public use and one for Clevite direct customers. The public version provides access to Clevite's full cataloging of engine kits. CEEK Online will also provide public users a dealer locator and will link them to local Clevite Engine Parts dealers where they can fulfill the kit order.

Clevite's direct customers can access an expanded version of CEEK Online in the Customer Trade Area of Clevite's Web site. The expanded version includes list unit jobber and extended jobber pricing for the items within the kit as well as the total kit price.

"This is the tip of the iceberg for information distribution," says Todd, "CEEK Online is a growing program and its multiple stages will introduce additional features to constantly provide added value and service to Clevite's customers." CEEK Online is designed for effortless referencing and makes customizing an engine kit as easy as clicking a mouse. Future updates will bring these same benefits of ease to ordering, verifying inventory and tracking orders.

Clevite Engine Parts Division is part of Dana Corporation's Automotive Aftermarket Group. Clevite provides a wide scope of under-the-hood products for the global replacement parts market, including Clevite® engine bearings, Victor Reinz® gaskets, Perfect Circle® piston rings and Clevite® engine parts. Clevite 77® is the officially licensed engine bearing of NASCAR®. Clevite's Internet address is <http://www.engineparts.com>.

Dana Corporation is one of the world's largest suppliers of components, modules and complete systems to global vehicle manufacturers and their related aftermarkets. Founded in 1904 and based in Toledo, Ohio, the company operates some 300 major facilities in 35 countries and employs more than 75,000 people. The company reported sales of \$12.3 billion in 2000. Dana's Internet address is <http://www.dana.com>.