



## **Leading Online Custom Auto Accessories Firm Marks 10 Years on Internet**

*In 1997 a San Diego-based company specializing in selling custom auto accessories decided it was time to enter the fast lane on the information superhighway. Now AUTOMEGA® celebrates 10 years on Internet.*

San Diego, CA, August 22, 2007 --(PR.com)-- AUTOMEGA® offers online convenience with personal service.

The Internet was still an unexplored frontier for most businesses in 1997, when a San Diego-based company specializing in selling custom auto accessories decided it was time to enter the fast lane on the information superhighway.

After all, AUTOMEGA® already had a 20-year track record of providing car and truck lovers with selection, quality, and service, Mike Briglia, the company's president, pointed out. And that meant the company already had the experience and knowledge—and reputation—customers everywhere want from a dealer, he added, so the firm was ideally positioned to move into the national and international marketplace via the World Wide Web.

Now, AUTOMEGA is celebrating its tenth anniversary on the Internet.

And, in that time, it has become one of America's fastest growing online custom auto accessories companies. The growth, Briglia said, has been built on the same values that guided the business through its first two decades as a traditional land-based retailer.

“Our dealerships and other clients have been recommending their customers to us over the years because they rely on our vast resources and they trust our knowledge in the industry,” he said.

“They know that if their customer needs it, we will find it and take good care of them.”

Briglia said that continued emphasis on personal service has kept AUTOMEGA attuned to the needs of each customer, even as its business has gone global.

“Our network of warehouse, distributors and manufacturers has products stocked and ready to ship to our customers across the USA. We even ship internationally.

“With such a great networking system, our customers receive their products fast - usually within one to three working days.” he said.

Numerous customer testimonials to be found on AUTOMEGA's website ([www.customautotrim.com](http://www.customautotrim.com)) bear out that claim, while others cite the company's exceptionally extensive inventory of top quality products as a major draw. Such auto and truck accessories as Body Kits, Real Wood Dash Trim Kits, auto graphics, and nerf bars are among AUTOMEGA's most popular products, Briglia said.



But a quick glance at the AUTOMEGA® website reveals selections ranging from hubcaps to stainless steel truck side rails, chrome rocker panels, roof racks, side moldings and lambo door kits, and more than 2,000 car spoilers and wing applications, among many other items.

Briglia said AUTOMEGA's vast selection grows out of the company's commitment to offer its customers both time-tested classics and tomorrow's hot products. Since the company was founded, he said, it has made it a priority to stay on the leading edge of industry trends.

“We continually find new products that we think our customers would like. We find out about the latest and greatest auto accessories by networking with manufacturers, sales reps, dealerships and others in the industry,” he explained.

Although this year marks Automega's tenth anniversary online, Briglia said the company traces its origins back to 1977, when “we began installing factory and aftermarket auto accessories.

“With over 30 years in the automotive accessory business, we have the experience you need to make the right choice when it comes to purchasing an accessory for your car or truck,” he said.

For additional information, visit the AUTOMEGA® website at [www.customautotrim.com](http://www.customautotrim.com).

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