NEWS RELEASE

TOPLINE AUTOMOTIVE MEETS IMPORT CAR ENGINE PARTS DEMAND WITH E-PUBLISHER

DOWNERS GROVE, ILLINOIS – Topline Automotive Engineering, Inc., a major supplier of engine parts for import cars in North America, can now manage, map and publish their data seamlessly, thanks to installing the e-Publisher database management system from Vertical Development Inc.

Founded in 1973 as a remanufacturer of engines, cylinder heads and crankshafts for Volkswagen models, Topline has grown significantly, expanding their product line to meet the growing demand for import car parts. As additional models and applications were added to the line, Topline used their engine remanufacturing expertise to consolidate and rationalize engine part numbers to fit more than a single application. Today, Topline Automotive is a leading manufacturer and supplier of OE-quality valve train, cylinder heads, head bolts, pistons, rings, gaskets, cranks, oil pumps and other engine parts for import cars to manufacturers, importers, exporters, rebuilders, warehouses and machine shops.

As the company's product line and applications grew, so did their need for a more sophisticated catalog and product management program. They previously managed their data in Excel spreadsheets, making it difficult and time-consuming to publish catalogs. An even greater challenge was providing application data meeting the latest industry standards. "We needed to get our data into the ACES format quickly," said Topline Automotive IT Manager Edward Plebanek. "Vertical Development has a great reputation in the aftermarket, so we contacted them immediately."

VDI used its e-Publisher software to input Excel spreadsheets supplied by Topline, consolidating and linking the data to create a single relational database consisting of over 8,000 part numbers covering almost 100,000 applications for import vehicles.

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Topline Meets Import Car Engine Parts Demand – Continued

Thanks to installing e-Publisher, Topline not only mapped their files in the industry standard AAIA ACES format for delivery to Activant and other e-Cat companies, but they are now publishing their entire engine parts catalog on CD, saving months of time and significant cost in the process.

Topline credits their success to Vertical Development. "One of the biggest benefits of working with VDI is the team of people that they bring to your project," said Edward. "No job is too small. They're accessible, they understand the aftermarket and if they say something will get done, it is. I would definitely recommend them to other companies," he added.

Vertical Development's e-Publisher and e-WebCatalog programs are ideally suited to all types of companies, especially businesses like Topline. By consolidating part numbers from multiple spreadsheets into a single user interface, they enable companies to map to AAIA standards, generate catalogs in print and on CDs, and offer online lookup systems, easily and economically. Solutions in place range from small 32-page catalogs to 3,000-page mega-catalogs.

A leading provider of content management systems, Vertical Development, Inc. offers e-Publisher, e-Catalog, and e-WebCatalog systems that support simultaneous publishing to print, web and CD-ROM formats from a single data source. Their ShowMeTheParts system is dedicated to publishing catalogs on CD. Vertical Development also offers mapping services to companies without systems, allowing them to export their data in AAIA (ACES, Legacy, PIES), Activant, NAPA (Attribute, PartsPro), Wrenchead and other retailer formats. VDI's software has streamlined data management for companies nationwide in a variety of industries, including many of the largest manufacturers in the automotive market. Founded in 1983, the company has offices in Downers Grove and Huntley, IL, as well as Fremont, CA.

To find out more about the systems and services available from Vertical Development, please call (847) 609-9540, or e-mail rgarand@verticaldev.com. More information can also be obtained by visiting the company's web site at www.verticaldev.com.

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