



New TCI® Website

Ashland, MS – The TCI® website has been completely redesigned to make researching and shopping for cutting-edge drivetrain components easier than ever.

The new www.tciauto.com features a new menu system that separates transmissions, torque converters, driveline components and accessories into easy-to-navigate categories to make searching the entire TCI® product line easier than ever. Visitors to the site can also use the clearly labeled menus to sort by product line or vehicle application. An integrated Wishlist feature allows you to save a list of your favorite items in order to let friends and family know exactly what you want. An expanded “Technical Support” area includes all the latest manuals, FAQs and articles and also features an updated torque converter and transmission recommendation form. In addition, a “Latest News” section features all of the latest TCI® products with images, press releases and more. An “Upcoming Events” area lets visitors to the site know which upcoming events the TCI® staff will be attending. The new TCI® website was completely redesigned from scratch to make assembling the perfect driveline setup a pain-free experience.



Quick Facts

Product: Redesigned TCI® Website

140 Character Pitch: The TCI® website has been redesigned to make researching and shopping for cutting-edge drivetrain components easier than ever

Features & Benefits:

- Redesigned www.tciauto.com is designed to make shopping as easy as possible for TCI® customers
- Expanded tech support area contains manuals, FAQs, charts, articles & other valuable information
- “What’s New” section spotlights latest TCI® products with images, press releases & more
- Safe & secure checkout allows you to shop from the comfort of your own home 24 hours a day
- Wishlist feature allows you to save a list of your favorite items & share it with friends & family

About TCI®

When TCI® opened its doors in 1968, it was a modest operation dedicated to delivering high performance transmission-related parts to a small group of drag racers. From those humble beginnings in Memphis, TN, TCI® has grown to be one of the largest and most technologically advanced manufacturers of high performance aftermarket drivetrain products. Now located in Ashland, MS, some 45 miles from parent company the COMP Performance Group™, TCI® continues to set trends and expand its line of quality transmission, torque converter and accessory parts. For more information about TCI® and its products, visit us online at www.tciauto.com, or call us at 1.888.776.9824. Also follow us on Facebook at facebook.tciauto.com or Twitter at twitter.com/TCIAuto.

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