

14<sup>th</sup> February 2007.

## **PRESS RELEASE**

# **WEB-FIT**

### **NEW ONLINE TOWBAR FITTING AND BOOKING SERVICE FROM WITTER TOWBARS.**

Witter Towbars, the UK's largest manufacturer of quality Towbar systems, has launched an innovative and unique web based Towbar fitting service.

Witter is the first company to provide the ability to purchase a Towbar on the Internet and arrange for it to be fitted at one of its network of fitters. The Witter website features a full help facility to guide you through the process of first selecting the correct Towbar and electric kit and then if you wish, arrange for it to be fitted at a time and date convenient for you.

When you book your Towbar fitting through the Witter 'WEB-FIT' scheme you can be assured that your vehicle will be looked after and that the installation will be professionally carried out. Many of the 'WEB-FIT' fitting centres are NTTA (National Trailer and Towing Association) QS Approved - this is a mark of accreditation ensuring only the highest standards and the best industry practice. Arranging your Towbar fitting using the Witter 'WEB-FIT' scheme ensures that you can book with complete confidence because Witter is the UK's leading brand of Towbar and the quality of product and installation is always our first priority.

The 'WEB-FIT' system is being rolled out across the country and not all locations are available at the moment. However, it is planned that in the near future the opportunity for you to arrange a fitting local to you will become available. Please see our website for details of which areas are covered.

Purchasing from the Witter website provides the option to pay either by credit card or choose the option of "buy now with nothing to pay for 6 months". This is another Towbar industry first for Witter.

John Hinchliffe, Witter Towbars' Managing Director stated "we are delighted to be able to introduce this service for our customers which underlines our commitment to innovation and customer service".

The Witter website is considered to be the industry benchmark and provides users with comprehensive product information. Visitors to the Witter website will also find a comprehensive library of downloadable instructional media. Customers can locate the site at [www.witter-towbars.co.uk](http://www.witter-towbars.co.uk)

Ends.

For further information contact:

Jim Bedford, Sales & Marketing Manager. 07802 822894.

Copies of this and other Witter Towbars' Press Releases and related media can be downloaded from the Witter Towbars' website at [www.witter-towbars.co.uk/presszone](http://www.witter-towbars.co.uk/presszone)