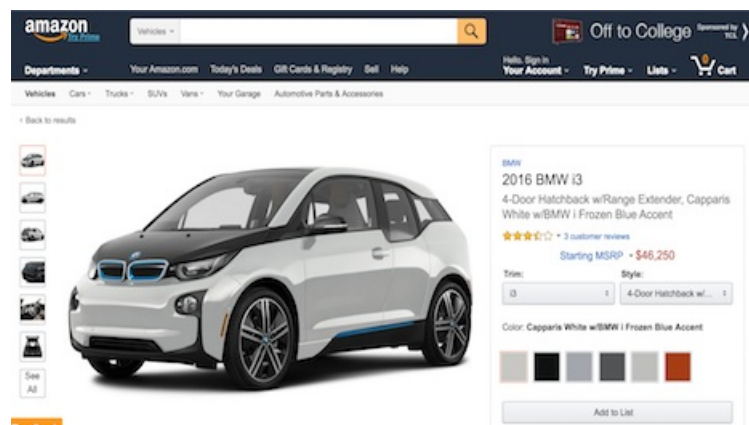


AUTOMOTIVE

## Amazon's one-stop shop for vehicle owners drives purchases and information

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*BMW i3 product page on Amazon Vehicles*

By **Brielle Jaekel** for Mobile Commerce Daily

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Last week, Amazon launched a mobile-optimized marketplace within its online Web site that focuses on all things automotive, hoping to become a full-service hub for vehicle purchases and information.

The digital retailer has made a name for itself as more than a place to purchase items, but an online destination to learn more about products of interest and help in the decision-making process. Amazon Vehicle is its new online platform in which users can purchase parts and accessories and also do research on the cars of interest and read recommendations.

"Amazon Vehicles is available on mobile devices, so customers can research on-the-go," said Adam Goetsch, director of automotive at Amazon.com.

### Online hub

Mobile and online shoppers looking for information related to vehicles will be able to browse Amazon's new page for a wide range of needs. Users can search for information and products related to a specific vehicle, but also automobiles within specific categories by selecting filters such as body style, year built, make, model, fuel type and more.

Users can read reviews from owners of vehicles, featuring images and the Amazon five-star rating. Owners can add their vehicles to their online garage and browse parts available specific to that car.

For instance, owners of the 2016 Toyota Camry can add the car to their garage and view the list of available product categories such as suspension, interior accessories, replacement parts and filters. Once a category or subcategory is selected, users can browse and shop available products on Amazon.

Consumers can also post questions for a certain vehicle that other users can post answers to. Shoppers may also add vehicles to their wish list for reference on information for the make and model.

amazon vehicle



Vehicle pages include information of each model such as specifications, images and videos.

#### Amazon mobile innovations

Amazon's menu on its iPhone application recently got a new design to make it easier to use, including the ability to swipe left for easy access and a new settings section where users can easily see notifications from the online retailer ([see more](#)).

The retailer also continued to cement its status as a reigning champion in mobile commerce with new innovations surrounding its Dash service, adding instant-ordering capabilities for brands such as Mentos and Dial as well as a British rollout for its Dash grocery scanner device ([see more](#)).