

# ***MotorWeek***

Television's Original Automotive Magazine

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## **Award-Winning *MotorWeek* Launches Redesigned Website With T-shirt Contest and Giveaway**

### *New Design Focuses on Visually-Driven Content*

(Owings Mills, MD) *MotorWeek*, television's longest running automotive series, returns for a new season with a newly redesigned web site and an opportunity for fans to vote for the new, next generation *MotorWeek* t-shirt. Re-engineered to offer visitors substantially enhanced content, *MotorWeek's* upgraded interactive presence places an emphasis on the program's award-winning content by including embedded video segments and integrated social share tools. The website can still be found at [www.motorweek.org](http://www.motorweek.org).

"Motorweek.org was redesigned to gives visitors direct and easy access to an abundance of original video content, including our popular Road Test review segments," said *MotorWeek* host and executive producer John Davis. "At home or on the go, consumers can connect with *MotorWeek* to make smart car buying decisions and find out the latest advances in automotive design and technology."

Along with a fresh, modern-look, motorweek.org provides a more intuitive user experience through simplified navigation and streamlined search capabilities. Visitors are invited to participate in discussions, as well as easily share content with friends through social networks. Additionally, new features were added such as the ability to listen to *MotorWeek* podcasts and read the latest news happening in the automotive industry through the "This Just In" feature, which offers content exclusively for the Web. The site has been mobile-optimized for most smartphones, and the new design elements have also been incorporated into *MotorWeek's* Twitter and Facebook pages. [The Sutter Group](#) was responsible for the redesign and development of the new site.

### **MotorWeek T-shirt Contest and Giveaway**

To celebrate the re-launch of *MotorWeek's* website, fans are invited to vote for a redesign of *MotorWeek's* official t-shirt. Visitors to [www.motorweek.org](http://www.motorweek.org) can choose what they think should be the new, next generation *MotorWeek* t-shirt and be eligible to win an amazing *MotorWeek* gift pack, including the new t-shirt hot off the presses. The winning design will be announced on *MotorWeek's* Facebook page on October 5, 2011.

[MotorWeek](#) kicks off its 31st season of delivering the latest car, truck and utilities reviews, do-it-yourself car care tips, and auto industry news and trends. The Emmy award-winning program is produced by Maryland Public Television and airs on PBS, HD Theater and V-me Spanish language network. *MotorWeek* can also be found on Facebook, Twitter, YouTube and iTunes.

*MotorWeek* is sponsored nationally by **RockAuto, LLC** which was founded in Madison, Wisconsin in 1999 by the Taylor family. Their engineering background, passion for old cars, and desire to liberate information hidden behind the auto parts store counter led the Taylors to start RockAuto.com. Today, RockAuto.com ships thousands of auto parts from over 200 manufacturers to customers on every continent except Antarctica. The

RockAuto.com catalog is updated daily with mechanical parts like brake pads and shock absorbers, body parts like bumpers and mirrors, interior trim like door handles and carpets, and major assemblies like steering gears, CV axles, engine long blocks, and complete transmissions. The RockAuto.com catalog is expanding constantly. Someday, it may be possible to build an entire car using parts from RockAuto!