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S&W Race Cars Launches Top Fuel, eCommerce Website Through Media Fusion Technologies

Boyertown, PA – (March 10) [Buying race car and dragster chassis, roll bars, cages, suspensions](#) and dozens of other parts online just got a lot easier thanks to the new **S&W Race Cars'** website (www.swracecars.com) developed and hosted by [Philadelphia area website design and development company](#), Media Fusion Technologies (MFT).

S&W's custom-built, award-winning race cars are used by many of the leading NHRA & IHRA professional and sportsman race teams. S&W also supplies a large number of build-it-yourself mechanics around the globe with a full line of affordable chassis kits, roll bars and roll cages, suspension parts and more.

"S&W Race Cars entered the eCommerce age a number of years ago when we launched our first website and experienced some immediate results," said Scott Weny, S&W President. "But in the past year we came to see eCommerce sales level off and never reach our expectations. We knew we needed a fresh look and a website developer who could provide it. One name kept coming to the top, Media Fusion Technologies. The results are amazing; we now have that 'wow factor' we were missing. MFT gave us just what we were looking for and we look forward to seeing the results."

The power plant of the website is MFT's Online Shopping Cart and Automated Reporting (OSCAR) solution. According to MFT's Beth Tercha – OSCAR lead developer – the OSCAR shopping module is a full-featured, total solution to eCommerce. With OSCAR, website owners can fully manage their products / services, details, coupons, quantity discount pricing, club pricing, shipping, etc. in addition to providing customer account profile management, searchable database features and all other important considerations for a complete online shopping solution.

To push S&W to the top of the search engine standings, MFT's Search Engine Optimization (SEO) program was the answer. Through further proprietary programming, MFT has developed a dynamic, cohesive and enhanced SEO system to deliver consistent top placement across all major search engines. This system utilizes the robust framework of Microsoft .NET in conjunction with advanced, classified SEO programming and techniques that have been developed over the past decade by MFT's experts. MFT's SEO program also functions in harmony with the OSCAR module to provide dynamic, individual optimization of all online store items.

With the new swracecars.com firing on all cylinders, worldwide racing enthusiasts will feel right at home when they strap in and place their orders with speed, safety and confidence.

ABOUT S&W RACE CARS

S&W Race Cars was founded by Walt Weny in 1959 as a speed shop in a small 15' x 20' basement in Spring City, PA. A decade after expanding into a 7,200 square foot state-of-the-art chassis shop, S&W purchased SRD Race Cars. SRD's history of excellence in the construction of full-bodied race cars would enable S&W – already established as one of the country's top dragster and funny car builders – to become a premier *door-slammer* chassis manufacturer, an area that had been an SRD specialty. The acquisition of SRD's patterns, jigs, fixtures and machinery also allowed S&W to expand its product line and become a major force in the mail-order chassis component arena.

Today, from their 27,000 sq ft. headquarters, S&W Race Cars provides their worldwide customers the latest in race-car technologies from narrowed rear housings to a complete rolling chassis. S&W's ever-expanding warehouse holds race-car parts of every kind from Dzus buttons to Goodyear racing tires. S&W Race Cars manufacturing department provides MIG and TIG welding, sheet-metal forming; round or rectangular tube bending and full-service machine shop services. For more information visit www.swracecars.com or call (800) 523-3353.

ABOUT MEDIA FUSION TECHNOLOGIES, INC.

Media Fusion Technologies, Inc. (MFT) is a multi-media marketing services company specializing in online application development, custom programming, website design and in-house hosting and maintenance. MFT's network is comprised of multiple racks and multiple servers, all running Microsoft OS and utilizing Microsoft database management systems. MFT's Internet connection is powered by multiple trunk lines and fiber optic lines to their upstream provider(s) with the data connections being maintained using the latest in Cisco, SonicWALL, Barracuda and other bandwidth routing and management appliances and software. Further information regarding MFT's network is not available for general release.

As a result, MFT has firmly established itself as a leading source for all graphic design, Internet, Intranet, full online web application development, CDROM/DVD presentations, commercial photography, commercial print design and production, radio & TV production & placement, and other video needs for customers regionally, nationally and internationally. For more information visit www.gomft.com or call (800) 307-3533.

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