

# Proximity Group Continues Growth Trajectory By Adding Dorman And StrongArm to Sixity Auto

*Now auto enthusiasts can find their preferred Dorman and StrongArm parts on Sixity Auto, [www.SixityAuto.com](http://www.SixityAuto.com), to repair their vehicle without breaking the bank*

GOLD RIVER, CA, UNITED STATES, September 19, 2018 / EINPresswire.com/ -- Proximity Group, [www.ProximityGroup.com](http://www.ProximityGroup.com), a manufacturer and U.S.-based online retailer dedicated to providing a 5-star-

rated shopping experience through unsurpassed value, today introduced [Dorman Products](#) and AVM [StrongArm Lift Supports](#) to their Sixity Auto catalog at [www.SixityAuto.com](http://www.SixityAuto.com). Both automotive aftermarket product lines, combined with Sixity Auto service, enable customers to find top OEM-replacement auto parts from the best brands in the world at unbeatable prices with fast and free shipping so they can repair their cars or trucks without breaking the bank.

Sixity Auto shoppers will be able to search for and find over 10,000 parts from either the Dorman OE Solutions or TECHoice product lines. Spanning categories such as air and fuel delivery, brakes, cooling and heating, transmission, and much more, the patented Dorman product lines eliminate premature failures and enable a high-performing, smooth ride. Every year, Dorman continues to deliver thousands of new innovative products.

While Dorman certainly enhances the Sixity Auto catalog coverage, the addition of StrongArm lends an intense focus to the catalog with a single type of part: lift supports. StrongArm, the number one provider of aftermarket gas springs and struts, provides high quality, low-cost solutions that hold up under the toughest conditions. The lift supports feature hardened chromium-plated steel shafts for durability, self-cleaning pistons to reduce contamination, and patented temperature compensation module valves for consistent operation even in extreme weather conditions, withstanding temperatures ranging from -40C to 80C.

"We're very excited to be adding these two powerhouse brands to our automotive aftermarket catalog," said Lane Arme, VP of Marketing at Proximity Group. "These brands round out our catalog, adding both breadth and depth to our automotive part coverage. And ultimately, our goal with these product lines is to provide more choice and more value to our Sixity Auto customers."

The expansion into Dorman and StrongArm aligns with Proximity Group's latest growth strategy into the [automotive aftermarket space](#) with sales on Amazon, eBay, and their custom storefronts. Over the last 5 years, Proximity Group has grown 500%, and the company plans to further expand their offerings as the year proceeds.

"With over 200,000 parts in stock, Sixity Auto already carries a wide assortment of parts for all of



Auto Parts - Dorman - StrongArm

the most popular cars and trucks,” said Armev. “Now we want to offer the widest coverage possible to make shopping with us an easy, satisfying experience.”

The recent Sixity Auto website redesign has already succeeded in making it easier than ever for shoppers to order and receive their parts, including a better user interface for mobile and desktop, the addition of American Express and Discover to payment card processing, and a more accessible Part Finder connecting shoppers directly to parts that fit their particular vehicle. Combine that with their free shipping and remarkable 100% Fitment Guarantee, and it’s evident that Proximity Group has a recipe for growth and success that will allow them to serve their customers very well for many years to come.

#### About Sixity Auto

Sixity Auto delivers a wide assortment of OEM and aftermarket auto parts from heavy hitters like Aisin, Dayco, NGK, Gates, Philips, TYC, and more. Sixity Auto continues to deliver on the core tenants for their value-conscious customer base with free and fast shipping, a 100% fitment guarantee, and a limited 1-year warranty on Sixity-branded parts.

#### About Proximity Group

Proximity Group solutions, including Sixity and Sixity Auto, are designed to help powersport and auto part shoppers find affordable—and awesome—parts easily so they can repair their ride without breaking the bank. Proximity Group, founded in 2006, is an American-owned manufacturer and online retailer dedicated to providing quality parts and attentive service to their customer base—and it shows. Besides each and every Proximity Group brand being top-rated on Amazon and 5-star-rated by Trustpilot, the company boasts over a 99% positive rating spanning 370,000+ reviews on eBay and has served over 1 million customers. For more information, visit: [www.ProximityGroup.com](http://www.ProximityGroup.com).

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