

# True Towing Unveils Fresh, User-Centric Website Design

*Leading nationwide towing referral service launches redesigned platform focused on simplicity and ease of use for stranded motorists.*

MADISON, WI, UNITED STATES, November 15, 2024 /EINPresswire.com/ -- [True Towing](#), a premier nationwide towing referral service, today announced the launch of its newly redesigned website. The revamped site features a clean, modern design that prioritizes user experience, making it easier than ever for stranded motorists and fleet operators to quickly connect with trusted local towing professionals 24/7.

"Our new website design reflects our commitment to putting customers first," said Elliott Kosmicki, Brand Director at True Towing. "We've streamlined the entire process, from the moment someone lands on our homepage to the point where help is on the way. The new design is all about reducing stress and providing clear, concise information when people need it most."

Key improvements in the redesigned website include:

- A simplified, intuitive navigation structure
- Prominent call buttons and clear, concise service descriptions
- Easy-to-read typography and soothing color scheme

The website redesign is part of True Towing's ongoing efforts to enhance its brand and improve customer satisfaction. By focusing on user-centric design principles, the company aims to reduce the anxiety often associated with roadside emergencies and make the process of requesting assistance as smooth as possible.

"We understand that when someone needs a tow, they're often in a stressful situation," Kosmicki added. "Our new website design aims to provide a calming, reassuring presence. We want customers to feel that help is just a click or call away, no matter where they are or what time it is."

True Towing's extensive network of towing partners covers 48 states, offering a wide range of services including emergency towing, roadside assistance, and specialized equipment transport. The company has built a reputation for reliability and customer-focused support since its

founding in 2016.

The redesigned website is now live and accessible at [www.truetowing.com](http://www.truetowing.com). True Towing welcomes feedback from users to help further refine and improve the customer experience.

About True Towing:

True Towing is a leading nationwide towing referral service that connects consumers with trusted local towing professionals 24/7. Through our extensive network of vetted towing partners, we simplify the process of finding reliable roadside assistance for stranded motorists, professional drivers, and fleet operators across the country. The company serves as a crucial link between people in need of immediate assistance and professional towing services, embodying our commitment to providing peace of mind through one simple call. Our service is built on the foundation of reliability, professional expertise, and customer-focused support, ensuring that help is always just a phone call away for drivers anywhere in the United States.

Elliott Kosmicki, Brand Director

True Towing

[email us here](#)

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