

# Automotix Unveils Ask Hank™ at the URG Conference in Denver — The First AI-Powered Sales Engine for Auto Parts

*Ask Hank™ helps customers find the right parts, verify fitment, and locate installation shops using real-time conversational AI.*

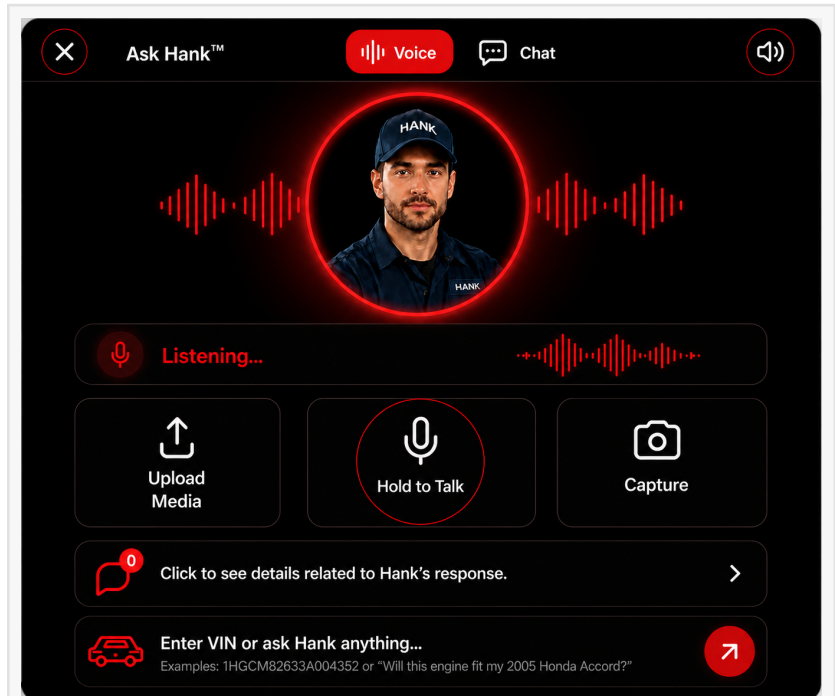
DENVER, CO, UNITED STATES, May 7, 2026 /EINPresswire.com/ -- [Automotix](#), a leading online marketplace for engines, transmissions, rear axles, transfer cases, and parts, today announced the launch of [Ask Hank™](#), a breakthrough AI-powered experience designed to transform how customers search, verify, and purchase automotive parts.

Unveiled this week at the URG Conference in Denver, Ask Hank™ introduces a new category in automotive eCommerce—combining real-time guidance, fitment verification, and intelligent recommendations into a single, conversational experience.

Unlike traditional search tools or support chatbots, Ask Hank™ functions as a real-time AI mechanic and sales advisor, helping users quickly find the right part, understand their best options, and even locate nearby shops for installation.

“The auto parts industry has struggled for years with miscommunication, wrong part orders, and costly returns,” said Efi Gershom, CEO of Automotix. “Ask Hank changes that. It doesn’t just answer questions—it understands intent, verifies fitment, and recommends the best option for each customer.”

A Smarter Way to Buy Auto Parts



Ask Hank™ enables real-time voice interaction, allowing customers to speak naturally and receive expert auto parts guidance instantly.

Ask Hank™ simplifies the buying process by combining:

Fitment intelligence — helping customers confirm exact compatibility

Smart recommendations — ranking options based on price, mileage, warranty, and overall value

Conversational AI — allowing users to speak or chat naturally, like talking to a mechanic

Shop discovery — helping customers find nearby installation providers

Ask Hank™ also supports multilingual voice and chat interactions, including Spanish, allowing customers to communicate naturally and confidently in their preferred language.

The result is a faster, more confident buying experience that reduces costly mistakes and improves overall satisfaction.

“

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*Efi Gershon, CEO of  
Automotix*

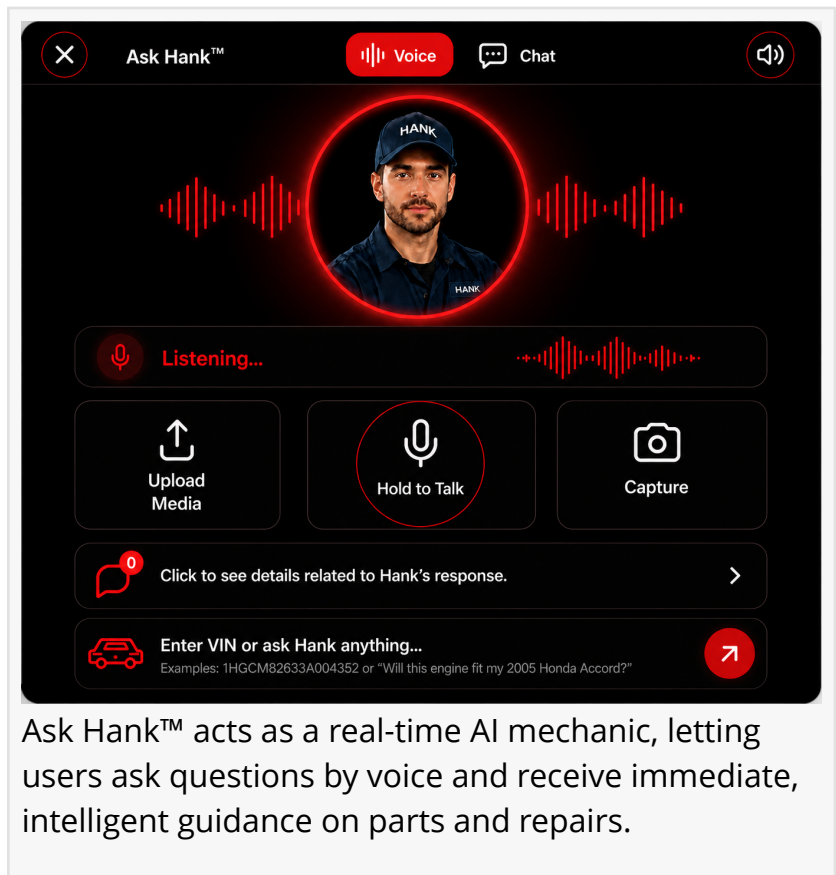
### Built for the Future of Automotive Commerce

As digital expectations continue to rise, Ask Hank™ positions Automotix at the forefront of AI-driven transformation in the automotive aftermarket industry.

“We’re not just improving search—we’re redefining the buying experience,” Gershon added. “Ask Hank is the beginning of a much larger vision to bring intelligence, trust, and simplicity into a very complex industry.”

Ask Hank™ is powered by Hank AI™, Automotix’s proprietary AI engine, and is now live on Automotix. The platform will continue to evolve with new capabilities, including VIN recognition, predictive diagnostics, and personalized recommendations.

See Ask Hank™ in Action



Ask Hank™ acts as a real-time AI mechanic, letting users ask questions by voice and receive immediate, intelligent guidance on parts and repairs.

A short demo is available here:

<https://www.youtube.com/watch?v=ON550426Pwo>

## About Automotix

Automotix is a trusted online marketplace specializing in engines, transmissions, rear axles, transfer cases, and automotive parts. With over 20 years of experience, Automotix is committed to delivering quality, transparency, and innovation in the automotive aftermarket industry.

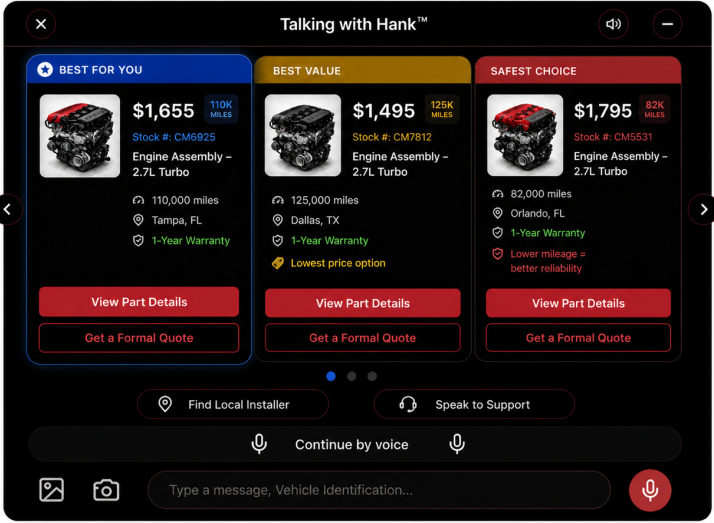
Efi Gershom  
Automotix LLC  
[email us here](#)

### Ask Hank™ — Your AI Mechanic & Parts Advisor

Get expert parts recommendations in seconds.

Hank analyzed your request and found 3 great engine options for your 2020 Ford F-150. Here are his top picks based on your needs.

👍 Best for You: \$CM6925    🏆 Best Value: \$CM7812    🛡️ Safest Choice: \$CM5531



Category	Price	Mileage	Stock #	Engine Type	Mileage	Location	Warranty
Best for You	\$1,655	110K	CM6925	Engine Assembly - 2.7L Turbo	110,000 miles	Tampa, FL	1-Year Warranty
Best Value	\$1,495	125K	CM7812	Engine Assembly - 2.7L Turbo	125,000 miles	Dallas, TX	1-Year Warranty
Safest Choice	\$1,795	82K	CM5531	Engine Assembly - 2.7L Turbo	82,000 miles	Orlando, FL	1-Year Warranty

Ask Hank™ provides real-time AI-powered recommendations, helping customers choose the best engine option based on value, reliability, and fitment.

This press release can be viewed online at: <https://www.einpresswire.com/article/910579775>

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