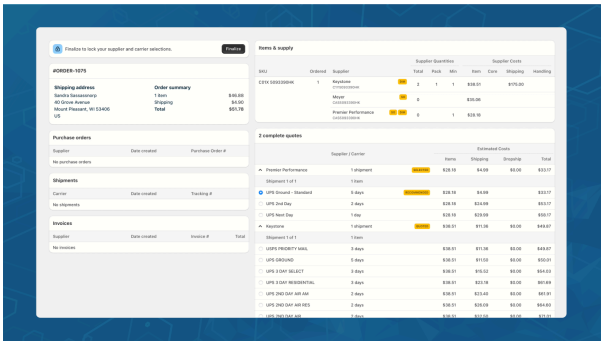
Horsepower

Automotive eCommerce without the busywork.





WHAT IT IS

Horsepower is a Shopify app built specifically for automotive parts sellers. It automates the operational work behind an eCommerce store - including inventory, pricing, product data, supplier connections, fitment, image assets, and logistics.

CREATED BY

FeedStation

AVAILABILITY

Now publicly available in the Shopify App Store following several months of private beta testing with automotive sellers.

WHO IT'S FOR

Automotive sellers who:

- Sell or want to sell through Shopify.
- Work with automotive warehouse distributors and suppliers.
- Manage large or complex product catalogs.
- Want to automate inventory and pricing.
- Want to grow eCommerce without adding significant operational overhead.

WHY IT'S DIFFERENT

- Built specifically for automotive eCommerce.
- Traditional eCommerce platforms aren't designed around the complexity of automotive product data, fitment, supplier inventory, pricing and logistics.
- Horsepower brings FeedStation's years of automotive eCommerce technology into a streamlined Shopify application.

HORSEPOWER vs. FEEDSTATION

Horsepower	FeedStation
Shopify-focused. Designed for sellers building and growing their own eCommerce storefront.	Multi-channel eCommerce platform for established sellers operating across Shopify, Amazon, eBay, Walmart and other marketplaces.

FROM PRIVATE BETA TO PUBLIC APP

Horsepower operated as a successful private beta with select automotive aftermarket sellers before being released to the Shopify App Store in September 2026.

Early positive feedback indicates users particularly valued:

- Real-time inventory and cost visibility.
- Supplier connectivity.
- Pricing automation.
- Real-time order quoting and dispatch.
- Simplified automotive product data.

SEE HORSEPOWER AT SEMA 2026

November 3–6, 2026
Las Vegas Convention Center
North Hall, Business Services, Booth #11622

LIVE DEMOS

Live Horsepower demonstrations will be available throughout the show.

MEDIA RESOURCES

Horsepower: https://feedstation.com/apps/horsepower
Shopify App Store: https://apps.shopify.com/horsepower-automotive
Press/Media Kit: https://feedstation.com/apps/horsepower/media-kit
SEMA Meeting: https://feedstation.com/meet/sema-2026

MEDIA CONTACT

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