FeedStation Opens Horsepower to All Automotive Sellers Following Successful Private Beta

Shopify app brings real-time inventory, automated pricing, automotive product data, supplier connections, fitment and logistics together in one platform

DURHAM, NC - October 1, 2026 - FeedStation today announced the public availability of **Horsepower**, its Shopify app built specifically for automotive parts sellers. Following several months of private beta use by automotive eCommerce businesses, Horsepower has been approved for public distribution in the Shopify App Store and is now available to all eligible Shopify merchants.

Horsepower was created to address a challenge FeedStation has seen repeatedly during its years working with automotive eCommerce businesses: sellers spend too much time managing the operational complexity behind their stores.

Inventory and supplier costs change constantly. Product information may come from multiple catalogs. Fitment data has to be accurate. Pricing needs to protect margin. And all of those systems need to work together as a business grows.

Horsepower is designed to handle much of that work automatically.

“Automotive sellers didn't get into this business because they wanted to spend their days managing spreadsheets, inventory feeds and product data,” said **Michael Linnane, CEO of FeedStation**. “We built Horsepower to handle that complexity for them. Sellers should be able to decide what they want to sell and how they want to run their business, and then trust the technology to do the repetitive work behind the scenes.”

Automotive Ecommerce Without the Busywork

Horsepower brings together many of the functions required to operate an automotive Shopify store, including:

- Real-time supplier inventory
- Automated pricing and margin rules

- Automotive product and catalog data
- Supplier connections
- Vehicle fitment
- Product listings
- Order management
- Intelligent logistics and dispatch

Horsepower is built on technology developed by FeedStation, which provides eCommerce infrastructure for established automotive sellers operating across Shopify and marketplaces including Amazon, eBay and Walmart.

Horsepower brings that experience to a Shopify-focused application designed to be accessible to a broader range of automotive businesses.

“Our goal isn't to turn automotive experts into eCommerce technology experts,” Michael said. “It's to give automotive experts the technology they need to build great eCommerce businesses.”

Tested by Automotive Sellers

Before becoming publicly available, Horsepower operated as a private, invitation-only beta with real automotive sellers, including **Rudy's Performance Parts**.

That period allowed FeedStation to observe how businesses used the platform and continue refining the experience before opening it to a larger audience.

“Horsepower has made a big difference in how we manage our online business. Running an automotive performance parts store means dealing with a huge number of products, suppliers, pricing updates, and inventory changes, and Horsepower takes a lot of that complexity off our plate,” said **Tim Eied, COO of Rudy's Performance Parts**. “Being able to manage supplier catalogs and keep pricing and inventory up-to-date saves our team a tremendous amount of time. It lets us focus more on our customers and growing the business instead of constantly managing spreadsheets and product data. For an automotive business with a large and constantly changing catalog, Horsepower is a really valuable tool.”

Early users have particularly valued visibility into real-time inventory and costs across products and suppliers, along with real-time order quoting and dispatch capabilities.

The beta also reinforced the importance of simplifying automotive product data. Horsepower is designed to connect sellers with warehouse distributors, electronic catalogs and fitment data while reducing the amount of manual data management required from the seller.

“The beta reinforced something we've believed for a long time,” Michael said. “The best technology doesn't make your business more complicated. It quietly removes the complicated parts.”

Built to Help Independent Sellers Compete

Sophisticated eCommerce capabilities have traditionally required significant technology investment or dedicated staff.

Horsepower is designed to change that equation.

An automotive business can connect the suppliers and catalogs it already uses, determine which brands and products it wants to sell, establish pricing rules and allow Horsepower to continuously manage changes happening behind the scenes.

As the business grows, sellers can add additional suppliers, products and logistics capabilities.

For businesses operating across multiple marketplaces and requiring more advanced channel management, FeedStation provides a natural path to a broader multi-channel platform.

Horsepower Heads to SEMA 2026

FeedStation will demonstrate Horsepower at the **2026 SEMA Show, November 3–6 in Las Vegas**, giving automotive retailers, manufacturers, distributors and industry partners an opportunity to see the platform in action.

The FeedStation team will also be meeting with industry partners throughout the Show to discuss the future of automotive eCommerce, product data and seller technology.

Horsepower is now publicly available in the Shopify App Store.

Learn more: https://feedstation.com/apps/horsepower-automotive

Shopify App Store: https://apps.shopify.com/horsepower-automotive

Meet FeedStation at SEMA: https://feedstation.com/meet/sema-2026

About FeedStation

FeedStation provides eCommerce technology built for the automotive aftermarket. Its platform helps sellers manage inventory, pricing, product listings, supplier connections, orders and logistics across online sales channels.

FeedStation's technology is designed around the unique complexity of automotive eCommerce, helping businesses connect suppliers, product data and marketplaces while maintaining accurate inventory, pricing and efficient order fulfillment.

Horsepower brings FeedStation's automotive eCommerce technology to Shopify sellers through a streamlined, Shopify-focused application.

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