

Perth Diesel Performance Stirs Up National Interest as Award Finalists

As a leader in the field of 4WD upgrades & renos, PDP is being recognised for its business prowess. They've hit the headlines as finalists in the national Australia Post Online National Retail Awards (ORIAS) and also in the Wanneroo Business Awards



Perth, Western Australia Oct 29, 2024 ([IssueWire.com](https://www.issuewire.com)) - Ecommerce is vital in every country. But in Australia, this hits another level. With a population spread across an enormous land mass, harnessing the power of online sales is a crucial lifeline for customers to purchase and businesses to thrive. The ORIAS is the industry's foremost recognition of this and making it to the final of the Best Social Commerce Initiative is a massive achievement.

The category of Social Commerce Excellence Initiative is defined by how well a company integrates social media into its business model. For PDP, this includes Instagram, Facebook and TikTok – but the big one has to be YouTube. On the platform, owner Travis is well known for his down-to-earth, straight-talking videos showcasing installs, vehicle builds, trip content and more. The beauty of having an expert walk through the intricacies of how to add tailor-made installs to the most popular and proven 4WDs, including all models of Toyota Landcruiser, Prado and Hilux, is a gift for anyone serious about upscaling their rig.

Social media marketing provides a unique platform for companies to connect with current and potential customers. PDP operates in a niche industry where targeted, valuable video content can create crucial bonds that are both an effective sales tool and a valuable method of organic growth and recognition. With upwards of 8,000 subscribers on YouTube and lively TikTok, Instagram and Facebook

interactions, it's clear that PDP's straight-talking content is hitting the right spot for their audience.

The second nomination is in the City of Wanneroo Business Awards, the winners of which will be announced at a presentation dinner on 01 November 2024. This annual tribute event was established in 2003 and a nomination in itself is a huge recognition that benchmarks success and business achievements. PDP is a finalist in the Innovation Excellence Awards. Competition is always fierce, with previous year's winners coming from a diverse range of categories.

About Perth Diesel Performance:

Perth Diesel Performance (PDP) is a leading supplier of top-quality parts and upgrades for the Toyota Landcruiser, specialising in the 70, 200 and 300 series, as well as the Toyota Prado and Hilux. As a family-run business with a passion for off-road vehicle performance, they supply both top-end components as well as working with manufacturers to design upgrade options for easy professional or DIY installation.

Discover more at <https://perthdiesel.store>

About the Australia Post Online Retail Industry Awards:

The Australia Post Online Retail Industry Awards (ORIAS) is a national celebration that recognises the achievements of the country's top online retailers each year. The awards are now in their 10th year and offer 18 award categories, including Best Small Independent Retailer, Best Online Retail Marketing and Best Social Commerce Initiative.

Discover more at <https://www.onlineretailer.com/en-gb/orias.html>

About the Wanneroo Business Awards:

The City of Wanneroo Annual Business Awards celebrates the best in local and regional business, with annual awards presented in multiple categories. The event is now in its 21st year and attracts hundreds of entries. As a not-for-profit organisation, the Wanneroo Business Association represents 86 suburbs across the Perth region and is committed to supporting local business and innovation.

Find out more at <https://businesswanneroo.com.au>

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