

Case Study: How DH2T Helped EuroSport Tuning Scale Smarter

What does it take to scale a niche tuning shop into a North America–serving eCommerce brand? This case study reveals how EuroSport Tuning leveraged Data Here-to-There to turn complex product data into a powerful growth engine.



Barry Alt, Frank Derks, and Brennan Christman during the Year, Make, Model, Money! Podcast episode discussing EuroSport Tuning’s growth and data integration with DH2T.

This case study is based on insights from the *Year, Make, Model, Money!* podcast by Data Here-to-There (DH2T), featuring an interview with [EuroSport Tuning](#) owner Frank Derks. In this episode, Frank shares how his business evolved from a niche Volvo tuning operation into a North America–serving eCommerce brand. He also explains how partnering with DH2T helped solve one of the biggest challenges in the industry: managing automotive data at scale.

Frank Derks runs his EuroSport Tuning store by leveraging a modern eCommerce stack that includes the DH2T **Turn 14 Distribution app** to power catalog automation, pricing, and product availability.

Watch the full episode here: <https://www.youtube.com/watch?v=a7LTTbeN8J4>

The Challenge of Growth in a Data-Heavy Industry

For over 25 years, EuroSport Tuning has built a reputation as a trusted name in European performance parts. What started as a passion project rooted in Volvo tuning evolved into a multi-brand, North America-wide eCommerce operation.

But like many growing automotive businesses, success introduced complexity.

Managing tens of thousands of SKUs, coordinating with 50–60 different brands, and keeping up with constantly changing pricing and availability became a major operational bottleneck. As owner Frank Derks explains, one of the biggest ongoing challenges wasn't demand, it was data:

“Pricing is changing constantly... when you have 50–60 different brands, it can be a big task to always update these.”

Manual product uploads, outdated pricing, and discontinued items created friction, not just internally, but in the customer experience.

EuroSport Tuning needed more than a website. They needed a scalable, automated data infrastructure.

Enter Data Here-to-There

About five years ago, EuroSport Tuning partnered with Data Here-to-There to solve a critical problem: how to efficiently manage and scale product data in a fast-moving eCommerce environment.

What followed wasn't just a vendor relationship, it became an ongoing collaboration.

“We've been tweaking the process ever since the beginning... I'm talking with them almost every month on little tweaks we can do to improve stuff.”

This continuous optimization mindset is where DH2T stands apart: adapting to the evolving needs of a real-world business.

Automating 80% of the Catalog

One of the most immediate and impactful changes?

Automation at scale.

Today, **most of EuroSport Tuning's product catalog is managed through DH2T integrations**, dramatically reducing the need for manual uploads.

“I'd say 80% of our catalog is stuff that they upload to the site,” said Frank.

This shift allowed EuroSport Tuning to:

- Focus internal resources on high-value, niche products
- Reduce human error in product listings
- Scale faster without increasing overhead

Manual uploads still play a role, especially for exclusive or niche brands, but DH2T handles the heavy lifting.

Real-Time Pricing = Competitive Advantage

In today's market, pricing volatility is the norm, especially with supply chain fluctuations, tariffs, and manufacturer updates.

Before DH2T, keeping pricing accurate across thousands of SKUs was nearly impossible.

Now, with live data feeds, pricing updates happen automatically.

“Having a live feed that automatically changes pricing is a huge benefit.”

This ensures:

- Customers always see accurate pricing
- Margins are protected
- The business stays competitive without constant manual intervention.

Smarter Product Lifecycle Management

Another major win: **automated product lifecycle control.**

With DH2T:

- New products are automatically added
- Discontinued items are removed
- Inventory sync reduces overselling risks

“It will automatically add new products... and remove those that are discontinued... so we're not getting orders of stuff that's no longer available.”

This eliminates a common eCommerce headache and improves customer trust: no more ordering products that can't be fulfilled.

Building a Better Customer Experience Through Data

EuroSport Tuning has always prioritized one thing: **getting customers the right part, fast.**

But that depends heavily on accurate fitment data, a notoriously complex challenge in the automotive aftermarket.

“That’s a huge task... we’ve spent countless hours, days, years developing that data.”

By combining their internal expertise with DH2T’s structured data integrations, EuroSport Tuning delivers:

- Precise vehicle fitment
- Faster product discovery
- Fewer returns and support issues

This is where data stops being operational, and becomes a core part of the customer experience.

Supporting a Cross-Border Business Model

EuroSport Tuning operates across Canada and the United States, serving customers throughout North America through a mix of:

- Direct-to-consumer eCommerce
- Wholesale distribution
- Cross-border logistics and fulfillment

DH2T’s infrastructure supports this complexity by ensuring data consistency across all channels, enabling seamless operations whether a customer is:

- Ordering online
- Shipping across borders
- Or picking up locally

The Bigger Picture: Growth Through the Right Partnership

Frank Derks credits much of their operational efficiency to choosing the right partners:

“Finding the right partners is key to success.”

With DH2T, EuroSport Tuning didn’t just adopt a tool, they gained a long-term data partner that evolves alongside their business.

Key Takeaways for Automotive eCommerce Businesses

EuroSport Tuning’s journey highlights a few critical lessons:

1. Data is Your Foundation

Without clean, automated, and scalable data, growth becomes unsustainable.

2. Automation Unlocks Scale

Handling 80% of catalog management automatically frees up time for strategy and niche expansion.

3. Real-Time Sync is Non-Negotiable

Pricing, inventory, and product availability must stay current to remain competitive.

4. The Right Partner Makes the Difference

Technology alone isn't enough; ongoing collaboration is what drives long-term success.

Final Thoughts

From a niche Volvo tuning shop to a North America-serving eCommerce business, EuroSport Tuning's growth story is powered by more than passion, it's powered by data done right.

With Data Here-to-There, they've built a system that doesn't just support their business, it accelerates it.

To hear the full conversation with Frank Derks and gain deeper insights into EuroSport Tuning's growth journey and their partnership with DH2T, watch the episode of *Year, Make, Model, Money!* here: <https://www.youtube.com/watch?v=a7LTTbeN8J4>.

[See the full article from Data Here-To-There here.](#)