



Powertrain Products partners with Affirm to drive sales and help customers get back on the road

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About Powertrain Products

[Powertrain Products](#) supplies remanufactured, used, and surplus engines, transmissions, transfer cases, and differentials to customers across the U.S. With a focus on affordability and reliability, the company helps everyday drivers get their vehicles back on the road without breaking the bank.

The Challenge

When an engine fails or a transmission goes out, drivers need a solution—fast. Powertrain Products recognized that many customers faced urgent, unexpected repairs but lacked flexible, transparent payment options. As pay-over-time options gained traction across the industry, it became clear that offering Affirm wasn't just a nice-to-have—it was a way to meet growing consumer demand for transparent, flexible payments without hidden fees.

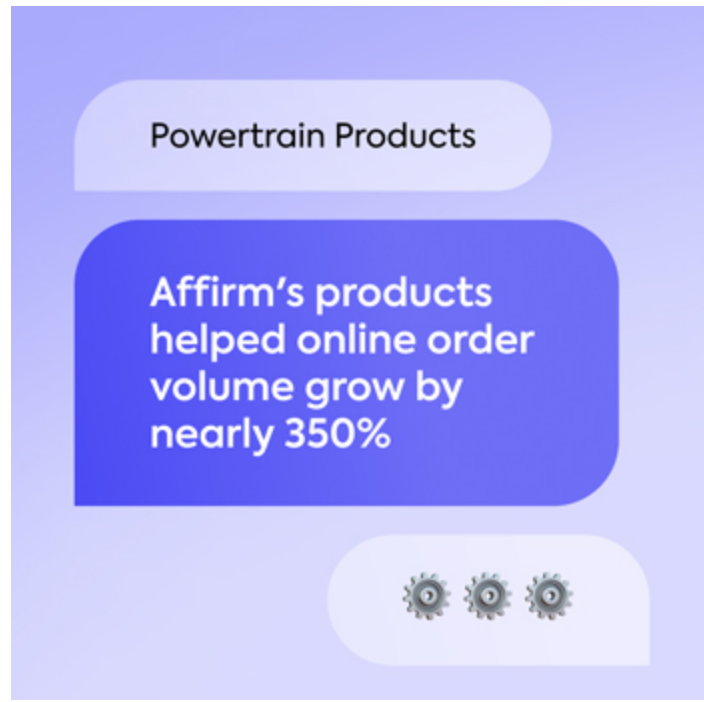
The Solution

By integrating Affirm, Powertrain Products gives customers a more flexible, transparent way to pay for essential repairs—offering a wide range of payment terms, from three to 36 months, with no late or hidden fees, ever. Each time a customer selects Affirm, they apply and, if approved, are shown personalized payment options—allowing them to choose the plan that best fits their budget. Using Affirm is simple, whether online or over the phone, and by giving customers more control over how they pay, more of them move forward with their purchases.

The Impact

Since launching Affirm on its website, Powertrain Products says that Affirm has delivered remarkable results:

- **Surge in Online Order Volume:** Since adding Affirm to its checkout, Powertrain Products has seen online order volume grow by nearly 350%, driven by customers who might have otherwise delayed or abandoned their purchase.
- **Higher Add-On Purchases:** Customers who qualify for higher loan amounts are more likely to include additional parts or upgrades in their orders, leading to a noticeable increase in average order value.
- **Improved Customer Experience:** Shoppers appreciated the ease and transparency of Affirm's platform, leading to smoother transactions and greater satisfaction.



"Affirm has made a huge difference for our customers and our business. For someone facing an unexpected repair, seeing a flexible payment option at checkout can be the reason they move forward. It's helped us close more sales and significantly grow our online business."

– Eddie Symonds, President at Powertrain Products

Learn more about Powertrain Products [here](#).

Rates from 0–36% APR. For example, a \$800 purchase might cost \$72.21/mo over 12 months at 15% APR. Payment options through Affirm are subject to an eligibility check, may not be available everywhere, and are provided by these lending partners: affirm.com/lenders. Options depend on your purchase amount, and a down payment may be required. For licenses and disclosures, see affirm.com/licenses.

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