



CarLocate.com is Making Car Shopping Less Complicated and More Fun

With Momentum from Early Success, CarLocate.com Looks Ahead to Helping Consumers Shop Smart in 2010

DAYTON, Ohio – Jan. 28, 2010 – For the eight out of 10 car buyers who typically shop online before visiting a dealership, CarLocate.com combines the best in search technology with the best in site design to help make the experience of shopping for a car simpler, easier, and more enjoyable. Since launching in October 2009, CarLocate.com has rapidly added new features to the site and actively engaged consumers – all of which have led to a steady increase in page views and visits to the site.

“Shopping for a car online should be a lot less complicated and a lot more fun,” said Nicole Case, general manager of CarLocate.com. “That’s the approach we’ve taken as we’ve built out CarLocate.com and as we’ve promoted our site to car buyers.”

Making Car Shopping Easier and More Enjoyable

In the past four months, a number of enhancements have been added to CarLocate.com to help car buyers more quickly and easily find a car to buy:

- [Green Search](#) capability for new and used vehicles helps consumers shop directly for eco-friendly cars.
- [CarMatch alerts](#) enable registered users to automatically receive e-mail messages when cars that meet their search criteria are added to the site.
- The [Share](#) button allows car shoppers to easily share their favorite vehicle listings from CarLocate.com to social Web sites so they can seek feedback from people in their social networks.

In addition, the [CarLocate.com blog](#) and discussion [forum](#) are two more resources consumers can use to help simplify shopping for a car.

These enhancements help CarLocate.com further provide a clean, uncluttered site that’s easy for car shoppers to navigate.

Looking Ahead

“At CarLocate.com, we built the site from the ground up with a single thought in mind – to help you find the car that best fits with what you want to buy,” Case said. “We also want you to be able to do that in the most intuitive way possible. That’s what has driven our enhancements so far and that’s what will continue to drive us. It’s all part of how we want to improve your car shopping experience and help you shop smart for your next new or used car.”

About CarLocate.com

CarLocate.com (www.carlocate.com) combines the best in search technology with the best in site design to make the experience of locating and buying a car simpler, easier, and more effective. With CarLocate.com, anyone can quickly search new and used cars from thousands of dealerships,

conveniently narrowing their search by a dozen criteria until they locate the car they want to buy. Consumers also can connect with CarLocate.com on **Facebook** ([facebook.com/carlocate.com](https://www.facebook.com/carlocate.com)), **Twitter** (twitter.com/carlocate), or **e-mail** at info@carlocate.com.

CarLocate.com is a part of The Reynolds and Reynolds Company, which has served the business needs of automotive dealerships for more than 80 years. (www.reyrey.com)

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