

Driveitaway Offers Consumers Access to Dealer-Only Used Vehicles at New Retail Website Carliquidators.com

CHICAGO, Illinois (PRWeb) February 2, 2007 -- Looking for a used car? Visit Driveitaway's outlet mall for cars and meet the CarsDiva.

Car shoppers looking for a gently used car, less than a year old, with the original factory warranty and a price tag typically reserved for car dealers at closed auctions - can now personally see and buy vehicles online, while saving money and time, and reducing stress on the newly launched Carliquidators.com.

Driveitaway.com, the Corporation of Automotive Remarketing, Inc. (CAR) online platform that has been selling off-fleet & off-rental vehicles to dealer buyers since 2001, introduces Carliquidators.com, a website that will let the general public purchase a car, truck, van, or SUV right alongside dealers. While retail buyers are "locked out" of most physical auto auctions throughout the US, consumers can now, for the first time ever, purchase vehicles supplied from a commercial fleet operator, such as a rental or leasing company. These operators are looking to turn over inventory quickly and at rock bottom industry wholesale prices.

"While we won't have every make and model available in every geographic location, think of **Carliquidators.com** as an outlet mall for used cars, where both consumers and professionals can source vehicles from wholesale sellers who list here before they send their inventory off to a physical auction," said John Possumato, founder & chief executive officer of CAR, Inc. "Most vehicles are priced at wholesale book or below, and we post a Kelley Blue Book® window sticker with a value breakdown with each unit listed."

To assist car shoppers, Driveitaway has created the first Virtual Intelligent Auction Facilitator, the CarsDiva to help guide shoppers through the process of searching, selecting, and purchasing vehicles using a number of different criteria, including price, vehicle descriptions, digital photos, inspection reports and location. Shoppers can also create wish lists describing the vehicles they would like to buy, and then receive notification from the CarsDiva when the desired vehicles appear on the site. Online financing and leasing will be available for qualified buyers. Additional service contracts and warranties will also be "one click away," with the CarsDiva always available for guidance.

Unique to the online world, the CarsDiva is in fact, a real person, Demetra Markopoulos, Driveitaway's head of Marketing and Business Development, who will be adding an interactive blog and additional information to answer general used car buying questions. "Used car buying can sometimes be challenging for a lot of people. As the CarsDiva, I want to make buying a used car a pleasurable and easy experience," said Markopoulos.

According to Road & Travel Magazine an estimated 58 million Americans will buy a used car this year. 59 percent of used vehicle buyers use the internet during their

shopping process, and 90 percent of these buyers visit non-manufacturer web sites (Source: J.D. Power and Associates).

“Check out <http://dealers.driveitaway.com/webapp/commerce/diapressrelease.aspx> to hear our spokesperson talk about CarLiquidators.com.”

About Driveitaway and the Corporation of Automotive Remarketing, Inc.

Driveitaway is the online vehicle remarketing platform of the Corporation of Automotive Remarketing (CAR), the pioneer and global leader of Web-based upstream remarketing programs for commercial, rental and government fleets since 2000. CAR powered programs are used by leading fleet management companies, small independent leasing companies, and by individual fleets to sell vehicles before they come off lease, maximizing savings to buyers and remarketers alike. For more information, please visit www.driveitaway.com. For ongoing industry commentary, visit www.Fleet-ingthoughts.Blogspot.com

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