

Official Press Notice

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New Classified Search Engine Makes Inroads in UK Online Car Sales

Skupe.Net, the Business Classified Search Engine, announced today that it now has 100,000 UK used cars for sale online. The search engine provides free listings for any motor dealer wishing to advertise online cars for sale.

Commenting on the result, Bernard McGranaghan, Skupe.Net Chief Executive, said:

"We are bowled over by the response. We started the service just 12 weeks ago and since then we have had cars in from over 3000 dealers in the UK alone. Listening to the dealers, what they like most about our offer is that our search engine drives qualified leads to their site *without* their having to pay any fees: we don't charge users or advertisers. Dealers also like the fact that our search tool is purpose-built for Business Classified, so it's fast and really easy for the user to find exactly the car they want – meaning the user contacts the dealer in a mood to buy."

Skupe.Net (www.skupe.net) was launched in May 2005 to provide a search-based solution to online classified ads. It has targeted the motor, jobs, property and hotel markets in the UK for its initial data sources, and now posts over 300,000 classified ads for free every day. Explaining the business strategy, McGranaghan said:

"Our philosophy is that classified ads are in themselves attractive content that can secure a substantial audience online - without a big marketing spend and without editorial. We didn't want to offer another portal that charged dealers to advertise their cars. But we did want to offer users portal-like functionality so they can sort the cars by make, year, price, mileage, location and so on. Generic search engines don't support this usage, and traditional Free Ads are cluttered up with a lot of private sellers presenting ads of lower quality. That is how we came up with the idea of a dedicated Business Classified Search Engine that would enable the motor trade to sell their vehicles online more efficiently."

Skupe.Net accepts listings by electronic file from all motor dealers in the UK. On the site any user who is interested in the vehicle listed is given detailed information and a photograph of the vehicle before being invited to the website of the dealer who can then make the sale. Skupe.Net derives its revenues from 'GoogleAds' and does not charge for business listings. Search results are user-driven not predetermined by Skupe or its suppliers, maintaining the integrity of the search process.

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