

The New Key To Car Shopping

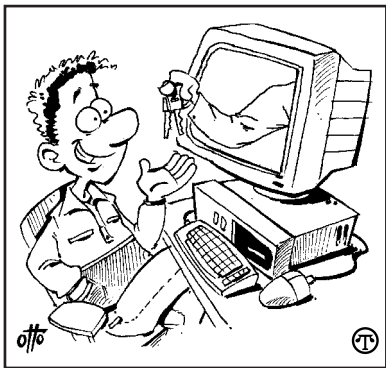
(NAPSA)—There's good news for car shoppers who want to speed up the buying process: A growing number of car dealerships are using state-of-the-art technology to help their customers find the autos that are right for them.

In fact, a recent survey by the National Automobile Dealers Association found that the number of car dealers in the U.S. with a dealership Web site has increased more than 40 percent since 1997 and almost 98 percent of current dealership Web sites are interactive.

Consumers can use many of the Web sites to view dealer stock, fill out finance forms, schedule sales appointments, link to manufacturer and insurance Web sites and, in some cases, even order online. In fact, more than 60 percent of car dealerships surveyed reported having completed a sale over the Internet in 2001.

The survey also found that over 90 percent of car dealers with Web sites also have e-mail—a feature many consumers say helps make the car-buying process easier.

Of that 90 percent, more than 20 percent of dealers said they respond to customer inquiries received via the Web within one



Almost 90 percent of today's car dealers have Web sites.

hour, nearly 44 percent within two to six hours and more than 30 percent within seven to 24 hours.

To find dealer Web sites, Internet shoppers can visit a site called DriversSeat.com. The site gives car-consumers access to one million vehicles and the dealers who sell them.

The site features a search option that visitors can use to cruise through dealer inventories, Web sites, listings of used vehicles, pricing information or consumer advice.

For more information visit www.DriversSeat.com.