



New Features on CarLocate.com Help Consumers Better Interact with the Site and its Content

Blog and social site sharing function help car shoppers gather and exchange information to make their car-buying experience simpler, easier and more effective

DAYTON, Ohio – Dec. 1, 2009 – CarLocate.com, a nationwide [new and used vehicle search Web site](#), today announced two new features that enable consumers to better interact with CarLocate.com and its content. The [CarLocate.com blog](#) offers consumers automotive news and information about the car buying process. The “Share” button allows consumers to easily bookmark and share their favorite vehicle listings from CarLocate.com to social Web sites so they can seek feedback from people in their social networks.

“We know that consumers use a number of different sources to learn more about buying a car and to help them determine which car to buy,” said Nicole Case, general manager of CarLocate.com. “That’s why, in addition to the vehicle research section and automotive articles already on our site, we’ve added the CarLocate.com blog and the option to share vehicle details on social sites. These are two more ways consumers can gather and exchange information to help them make the best possible decision on buying a car and improve their overall experience.”

The CarLocate.com blog features a variety of information about the car buying process – from car news to consumer advice to law and regulation changes that affect car buyers. CarLocate.com will use comments left on blog posts to help shape content going forward.

“Early visitors to the site told us that they wanted to be able to share vehicle information from CarLocate.com to their favorite social networking sites,” said Case. “So, we added the ‘Share’ button to each vehicle details page so car shoppers can quickly and easily share a vehicle’s information across nearly 200 Web sites. This includes some of the most popular social sites such as Facebook, Twitter, MySpace, and StumbleUpon.”

CarLocate.com is designed to offer a better way for consumers to [find a car](#) they want to buy. The site features easy-to-use tools for consumers to narrow searches across more than a dozen specific attributes – location, car model, engine type, price, miles per gallon – or search on several attributes simultaneously.

To begin shopping for your next new or used car, visit www.carlocate.com.

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), **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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