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carsguide.com.au invests in its mobile site

carsguide.com.au enhances its mobile site and gets major backing from Toyota

carsguide.com.au today announced several new mobile site features and a boost in support from lead mobile site sponsor, Toyota.

Mobile users can now:

- Search new and used car listings and view car details directly from their mobile handsets;
- Carsguide's mobile 'Find a Car' feature enables car shoppers to search for vehicles while on the road or compare prices on-the-spot at car dealerships;
- The 'Petrol Price Finder' enables motorists to find the cheapest petrol within a specified postcode or suburb;
- Optus iPhone users will also be able to use a Location Based Service (LBS) function, enabling their location to be automatically determined and nearby petrol stations and prices displayed.

Gloria Poulakis, general manager of carsguide.com.au, said the sponsorship announcement demonstrated Toyota's confidence in the future of mobile sites and the future of carsguide.com.au's mobile site in particular.

She said carsguide.com.au put thousands of cars and up-to-date editorial in front of more than 700,000 people on a monthly basis and through its mobile site this figure was expected to grow exponentially.

"Australia's mobile population is growing rapidly and in order to remain the best provider of automotive information it is imperative that we are leading this technology," she said.

"Our business is about informing people, and if Australians are looking for information on their mobile phone we want to be the first to provide it."

For more information, please contact:

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About carsguide.com.au

Carsguide is the largest automotive classifieds brand in Australia with presence online, through your mobile and in over 130 newspapers nationally. The carsguide.com.au audience is provided with the most comprehensive news and reviews from over 30 motoring journalists nationally along with over 90,000 cars to choose from.

Carsguide.com.au covers what cars are worth, where to get the best deal, where to get the best petrol prices, access to car finance and much more. The audience is diverse. They are the every day driver, the car lover, the buyer and the seller.