



Media Release

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Carsguide: There's never been a better time to sell or buy a car

As many Australians feel the pinch of the economic downturn, Australia's largest automotive brand, [Carsguide](http://www.carsguide.com.au) is giving private sellers the ability to advertise their car for free online and in paper.

General Manager for carsguide.com.au, Gloria Poulakis said, "At Carsguide.com.au, we understand times are tough and we want to make it as easy as possible for private sellers to make a sale."

"As Australia's largest automotive brand, we offer car buyers and sellers the best reach across 128 News Limited metropolitan, suburban and regional newspapers as well as our online offering www.carsguide.com.au."

"Car sellers can take advantage of this great deal and reach millions of active car buyers. There is simply no better place or time to sell your car than now on Carsguide," Ms Poulakis said.

Those private sellers in Victoria, New South Wales and Tasmania* will be able to list their car for free in print and online. Carsguide will also be giving private parties in Queensland, South Australia and Western Australia the opportunity to reach more and pay less through print and online packages.

Today's announcement comes as a study released by Carsguide.com.au of more than 6,200 people found selling your car online and through metro and local newspapers attracted more potential buyers than selling it through any other method.

The majority of respondents who sold the car online (85%), through a local paper (92%) and metro paper (88%) were contacted by 2 to 10 potential buyers

Car safety was also revealed as the most important factor considered by respondents when buying a car (27%). The price of the car (22%) came in second, followed by the make or model of the car (20%). While the environmental impact (3%) was the least important factor considered.

The study conducted by research company, Core Data, from July 1-6 2009 also found:

- The number of people that will see the ads is the most important consideration for creating an ad for those currently in the process of selling (75%), followed by the price of the advertisement (46%) and flexibility to change the details (37%).
- More than half of respondents agree that there has never been a better time to buy new cars (60%) and used cars (50%).

- Getting a good price emerged as the top priority of the respondents intending to sell their car (67%), followed by the process being time efficient (19%) and selling the car fast (8%).
- Most respondents (74%) agree that great car bargains can be found online
- Selling a car online is preferred mostly by those who intend to sell (48%) and are currently in the process of selling (60%). If a friend or family member was looking to sell their car, 98% said they would recommend to sell the car online.
- The top three triggers to sell their car are wanting to buy a new car, no longer needing the car and taking advantage of cheaper cars.
- It took less than a week for 45% of the respondents to sell their car while it took more than four weeks for 12%.

For more information on the carsguide offer please visit:

<http://www.carsguide.com.au/site/sell-your-car/>

* The Free Print and Online offer is only available to private sellers in Tasmania selling vehicles valued at less than \$3000.

About www.Carsguide.com.au:

[Carsguide](http://www.carsguide.com.au) is Australia's largest automotive brand, with the backing of more than 120 metropolitan, suburban and regional News Limited newspapers. Carsguide.com.au is the best place to find your [next car](#) with reputable dealers, private sellers and classified ads around the country. Carsguide.com.au is the best site for relevant information that guides users through the decision making process of [buying](#), [selling](#) and maintaining a car. Editorial content is sourced from our national network of print and online expert motoring journalists. Carsguide.com.au delivers readers with a fantastic mix of [breaking news](#) on the motoring industry, [car reviews](#), advice on cars to buy and advice on the steps to take when buying a car. Carsguide.com.au also offers readers with practical tools to make informed decisions, such as, [car valuation tools](#), [petrol price finders](#) and [finance calculators](#).

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