



## **iWon Forms Alliance With CarTrackers.com to Provide Content to Auto Section**

([PRWEB](#)) December 7, 2000 -- St. Catharines, 12/4/00 - CarTrackers.com, one of the largest and most influential automotive web sites, and iWon, one of the fastest growing Web sites in Internet history, announced today that the CarTrackers.com 2000-2001 New Car Guides and New Car Reviews will be added to the iWon Auto section.

The agreement enables iWon users to research the pricing, options and updates for any 2000 & 2001 car model with CarTrackers New Car Guides and gives them a chance to read and compare car models with CarTrackers New Car Reviews. iWon users will also have access to a link to the CarTrackers web site to view warranties, insurance, accessories, finance, consumer advice and more.

"We are very excited about joining forces with iWon, a hugely popular gateway to the Internet, and the tremendous opportunity this presents CarTrackers.com in helping iWon to develop the automotive channel of its portal," said Jeff Voth, President, CarTrackers.com. "Through this alliance, iWon can now provide its users with innovative automotive services that help the consumer make an educated choice with confidence," says Voth.

Over the past 12 months, CarTrackers has recorded a dazzling 804% increase in unique visitors, growing from 83,000 in November 1999 to 750,000 October 2000 and has earned the top spot in the automobile sub-category consecutively for 10 months. CarTrackers also is the top automobile specific web site in PC Data Online's prestigious Top Monthly Site Loyalty Report.

Established in 1997, CarTrackers has been an effective clearinghouse of automotive information. Other services that CarTrackers offers are new car quotes, lemon check, classified, car care tips, buying tips and more.

CarTrackers's focus has been simply to provide consumers with the tools they need to help them throughout the entire cycle of buying, maintaining and selling a vehicle.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).