



MyGoKart.com Introduces "MarketPlace" Savings for Auto Enthusiasts

([PRWEB](#)) August 20, 2000 -- Visitors to MyGoKart will now be able to place competitively priced requests for auto parts

The MyGoKart.com Network announces the launch of "MarketPlace" today. Auto enthusiasts will now be able to buy performance parts at prices they're willing to pay. "MarketPlace" is a recent addition to the SpeedBuddyEngine(TM) suite of internet plug-ins designed to internet strategies.

Long neglected by the mainstream parts industry, performance parts enthusiasts have quickly become a force in the parts industry. MyGoKart.com's "MarketPlace" is now able to join buyers and vendors creating an automotive portal haven for auto performance enthusiast seekingng to leverage this force.

"MarketPlace" will assist buyers in saving both time and money. Designed for consumers and small to medium-sized businesses, "MarketPlace" will offer users an instant online tool for product and service quotes. Consumers describe services or products they'd like to buy, and qualified businesses bid, using a customized quote form. The "MarketPlace" will reduce the vendor time spent searching for leads of in-demand products and services. By offering sales leads at MyGoKart.com, qualified vendors will be able to close deals sooner while customers receive competitive prices they're comfortable paying.

Buyers have the power to submit parts requests via the "MarketPlace" feature. A simple customized view displays all quotes buyers have submitted along with quote responses from vendors. MyGoKart.com "MarketPlace" gives buyers the freedom to submit unlimited requests on aftermarket performance products and services to a wide variety of qualified competitive vendors. All MarketPlace features are available at no charge for buyers.

"MarketPlace" can save vendors hours of searching for customers. "MarketPlace" offers vendors the opportunity to increase sales effectiveness at a fraction of the cost of traditional advertising expenses. Vendors spend less time answering questions and more time closing quote requests. MyGoKart.com's "MarketPlace" is an innovative approach to locating targeted buyers in search of competitively priced products.

"MarketPlace" is like no other 'name your price' model because it allows vendors full view of competitor quote submissions and allows viewers full view of requester's accepted bids", says CEO Ken Hong. Vendors, or even manufacturers direct, will be able to post their products for sale and compete for the attention of MyGoKart members seeking competitively priced performance parts".

Major features at "MarketPlace" include personalized account views, list of in-demand products, and an automatic request/quote tracking for vendors and buyers. A "view all" display allows buyers to comparison shop from hundreds of potential vendors while vendors targeted quote requests at a fraction of advertising/marketing costs.

MyGoKart.com's mid-August launch of its "MarketPlace" feature will coincide with major MyGoKart.com marketing campaigns. A targeted goal of goal of over 10,000 registered "MarketPlace" users is scheduled. Featured "MarketPlace" ads will be available through a 12-month marketing campaign to include both print and



Internet banner advertising on MSN and other MyGoKart.com premium partner networks such as GroupBuyCenter.com and AsianScene.com.

"MarketPlace" is part of the SBE suite of products developed to enhance interactive websites. SBE technology was created by developers at ISCCI.com and is an integral part of the MyGoKart Network. MyGoKart.com also provides complete packaged solutions for companies seeking internet exposure. Visit ISCCI.com, today, to view a full line of Internet products and services for your e-business.

MyGoKart Network of Targeted Portals:

- SpeedSource - <http://speedsource.mygokart.com>
- Drag Racing - <http://drag.mygokart.com>
- Toyota - <http://toyota.mygokart.com>
- European - <http://euro.mygokart.com>
- Volkswagen - <http://vw.mygokart.com>
- Auto Sound & Security - <http://sound.mygokart.com>
- FreeMusicSource - <http://freemusicsource.mygokart.com>
- Hot Rodding - <http://rodding.mygokart.com>
- Kit Cars - <http://kit.mygokart.com>
- SUV Dealers - <http://suvdealers.mygokart.com>
- Trucks - <http://trucks.mygokart.com>
- Off-Roading - <http://offroading.mygokart.com>
- Mustang & Camaro - <http://mustang.mygokart.com>
- Chevrolet - <http://chevy.mygokart.com>
- Mopar - <http://mopar.mygokart.com>
- AdamSociety - <http://adamsociety.mygokart.com>
- CaliCare - <http://calicare.mygokart.com>
- FlexSeller - <http://www.flexseller.com>

For more information, contact ISCCI.com at 408-227-2286, by e-mail at speedbuddy@mygokart.com, or visit the ISCCI.com web site at <http://www.iscci.com>



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