



AutoLoans.ca Announces the Launch of its New Website Poised to Make them the #1 Car Loan Provider in Ontario

Ontario-based bad credit car loan provider, AutoLoans.ca, announces the launch of its new website aimed at capturing the province's auto loan market.

TORONTO ([PRWEB](#)) March 15, 2016 -- AutoLoans.ca, an [auto loan company in Ontario with its headquarters in Toronto](#), announced the launch of its new website this week. The arrival of the site accompanies the lender's entrance into the auto loan market. The company will service the growing number of subprime customers in Ontario who need a car, but have limited financing options due to poor credit. Along with a focused social media effort, AutoLoans.ca is positioning itself as a hub for non-prime qualifiers, who need a car and an opportunity to rebuild their credit.

Considering the company's audience, the website focuses on a few key elements designed to keep the buying process as welcoming as possible for shoppers. Apart from a flowing layout, AutoLoans.ca developed the company pages with a concentration on its messaging. The typical subprime customer feels anxious about approaching a lender for a car loan. Understanding this emotional state, AutoLoans.ca built their site around a message of inclusion, reassuring customers they will fight to get them approved for a loan regardless of what their credit looks like.

In addition to their messaging, the company has established itself for market "takeover" by using the site to highlight USPs currently offered by no other lender in Ontario. One of those selling points is its quick approval process, which can get a customer into a vehicle just 48 hours after they've applied online. Additionally, AutoLoans.ca encourages their customers to enroll in their credit rebuilding program, where they must commit to making regular payments with the hopes of increasing their scores (usually within a year's time).

AutoLoans.ca started a year ago with the goal of offering the highest level of service any auto lender in Ontario can provide.

About AutoLoans.ca

AutoLoans.ca is a car loan provider located in Ontario, Canada that has catered primarily to customers in the subprime market since 2015. The company was launched to help individuals who don't qualify for low interest rates to find the best financing possible. More importantly, the brand was founded on the premise of putting these individuals on the path to better credit.

3190 Bloor St
Toronto, Ontario
M8X 1E1
(888) 300-9769



Contact Information

Chris L

AutoLoans.ca

<http://www.autoloans.ca/>

+1 (888) 300-9769 Ext: 1

Online Web 2.0 Version

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