



JK August Communications Creates Web Site And Brand Identity For PriceWheels.com; Consumers Can Finally Stop Spinning Their Wheels With Launch Of New Automotive Site

JK August Communications, Inc. today announced the launch of PriceWheels.com, a new automotive web site that puts the 'everyman' consumer back in control of the car buying, selling and ownership experience.

([PRWEB](#)) March 1, 2002 -- Fort Lauderdale, Fla. -- JK August Communications, Inc. today announced the launch of PriceWheels.com, a new automotive web site that puts the 'everyman' consumer back in control of the car buying, selling and ownership experience.

Created for PriceWheels LLC, the new site introduces a competitive presence into a market overcrowded with cluttered and confusing web designs. Comparatively, PriceWheels.com features a modular-like design that allows information-seekers to find target content quickly and painlessly.

"We wanted to create a site that any car owner could easily use," said PriceWheels CEO Tom Maffettone. "This design accomplishes that mission. It even passed our 'Mom Test' with flying colors. If my 57-year old mother-in-law can easily navigate her way through the site, anyone can."

Maffettone added, "It is critical, more now than ever, to keep the needs and wants of our customers in mind. They demand a clean presentation of information in order to make an informed buying decision about one of the most important lifetime purchases, second only to buying a home."

In addition to the web site design, the PriceWheels logo and the "Your Wheels. Your Price." tagline were created to clearly illustrate the PriceWheels mission -- to put the user back in control of the online car ownership experience.

"Although consumers are consistently being urged to use the Internet to research, purchase and sell a vehicle, no single site offers the ease-of-use navigation to do so," said Ken Maier, chief technology advisor at JK August Communications. "PriceWheels.com has been built to be simple and intuitive for every current and future car owner. "

JK August Communications has also been selected by PriceWheels LLC to manage all ongoing PriceWheels.com maintenance and feature enhancements.

About JK August Communications, Inc.

JK August Communications, Inc. is a South Florida-based consultancy that supports growing businesses in the areas of information technology, marketing communications and public relations. For more information visit www.jkaugust.com.

About PriceWheels, LLC

PriceWheels.com is the newest online facilitator between consumers and retailers in the automotive industry. Serving as a one-stop online shop for consumers, PriceWheels.com offers new and used car information, as



well as all products and service relevant to buying, selling and maintaining a vehicle. Additional information about the Company and its services can be found at www.PriceWheels.com



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Online Web 2.0 Version

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