



F-150 World Becomes Ford Truck World

F-150 World, a leading Ford truck community website, has been acquired by Enthusiast World, Inc., a San Diego based company which produces online communities and events for automobile and motorcycle enthusiasts.

([PRWEB](#)) May 17, 2002 -- For Immediate Release:

Contact:

Chris Duke (866) 861-3351

Enthusiast World, Inc

duke@enthusiastworld.com

F-150 World Becomes Ford Truck World -
Online Community Acquired by Enthusiast World

San Diego, CA (May 15, 2002) - F-150 World, a leading Ford truck community website, has been acquired by Enthusiast World, Inc., a San Diego based company which produces online communities and events for automobile and motorcycle enthusiasts. To more properly represent the Ford truck website (currently known as "F-150 World"), Enthusiast World will re-name the website as "Ford Truck World" (<http://www.FordTruckWorld.com>). The previous F150world.com domain will remain active.

F-150 World, the home to over 90,000 Ford truck owners worldwide, has for the last two years been attracting an ever increasing following of loyal Ford truck owners. The most recent web traffic figures have the site generating over 5 million page views per month. As a part of the Enthusiast World network, F-150 World will be the premier website for the new company and its network of enthusiast websites. The Enthusiast World website network consists of two initial sites, with additional enthusiast online communities being introduced this year.

The first is its current Ford truck website known as "F-150 World". Classic Truck World (<http://www.ClassicTruckWorld.com>) is the second in a string of new websites to be launched in the coming weeks for various enthusiasts markets.

F-150 World gets its brand recognition using the most sophisticated community tools available. Users, forums, live chat, photo galleries, news, articles, and 37 chapters in North America all come together at one meeting place on the Web.

"F-150 World started as an F-150 website, but quickly became the home to all Ford trucks and SUVs," said Chris Duke, President & CEO of Enthusiast World. "With the phenomenal growth of F-150 World the name change was inevitable, and while there never is a perfect time to change a site's name, this is the best time."

To mirror this change, the Truck Enthusiast Network's June launch of the previously announced TEN Magazines' F-150 World has been re-named to TEN Magazines' Ford Truck World. The magazine will still have the same focus as previously announced by TEN.

About Enthusiast World, Inc.



Enthusiast World, Inc. was formed in May 2002 by Ford Truck World Webmaster, Chris Duke. In association with the Truck Enthusiast Network to provide editorial content, this new network of enthusiast sites will allow other enthusiast communities to benefit from the same high quality resources provided by Ford Truck World.

###

Ford Truck World, F-150 World and Classic Truck World and their respective domains are trademarks of Enthusiast World, Inc. All other trademarks are the property of their respective owners.



Contact Information

Chris Duke

Enthusiast World, Inc.

<http://www.enthusiastworld.com/>

(866) 861-3351

Online Web 2.0 Version

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