

Innovative automobile marketplace launched in Saskatchewan

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([PRWEB](#)) August 16, 2003 -- August, 2003 -- Buyers and sellers of cars in Saskatchewan now have access to an innovative online service that provides a fast, easy and informative way to find an automobile.

Launched in April, sk.Autos.com allows both private sellers and dealerships to list automobiles for sale with more detail than ever before, including multiple photographs, unlimited length descriptions and detailed contact information. Buyers can use the online service to browse by manufacturer, search according to their own specifications or use the buying guides to traverse over 300 vehicles.

“Although skAutos.com is relatively new, our visitor count and online inventory are both growing quickly,” according to Ian Hopkins, owner and operator of the service. “We attribute this growth to the focus of skAutos.com, which is on providing consumers with more information and easier access to automobiles than anywhere else in the province. For those selling automobiles, there is also a recognition that skAutos.com can reach new consumers in an online and interactive format.”

Additional features of sk.Autos.com include an intelligent search engine, a listing of similar automobiles for sale in the province to help consumers comparison shop and a forum for users to post questions about the automobiles. The questions are then answered by other sk.Autos.com visitors, the website staff and industry partners.

“The Internet is an information medium, and we’re pleased to be able to offer both vendors and consumers in Saskatchewan an online marketplace that provides more information and better photographs than ever before,” said Hopkins, 19, an experienced entrepreneur, long-time website programmer and designer, and University of Saskatchewan student.

“The beauty of this website is how information is organized and delivered, people can quickly scour through hundreds of automobiles to find one that suits their needs and their budget, while at the same time being able to compare that automobile to other similar automobiles for sale in Saskatchewan,” Hopkins said in reference to the unique system developed to help buyers on skAutos.com.

“Best of all, sellers can put their automobiles online with four photographs, detailed descriptions and their contact information for only \$15 plus GST,” he said. “skAutos.com really is more than just a classified listing, its an interactive, informative connection between Saskatchewan buyers and sellers.”



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Online Web 2.0 Version

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