



## **New Automotive Portal Helps Car Owners Find Auto Reconditioning Services They Did Not Know Existed**

*CarCareValues.com is a new searchable site where car owners can find little known "mobile and store based services for reconditioning their auto; such as, alloy wheel repair, upholstery burn and rip repair, paintless dent repair, paint touch up, deep scratch removal, etc.*

Washington, DC ([PRWEB](#)) March 9, 2004 -- You've got a small red ink stain on the seat of your brand new car that won't come out. Now what, replace the whole seat cover for hundreds of dollars? The answer is a new auto site, CarCareValues.com, (CCV). CCV has a search feature that will lead you to answers and local auto companies that have amazing services you didn't even know existed; such as, carpet and seat stain removal, alloy wheel repair, burn, rip, and tear repair, deep scratch removal, paintless dent repair, etc. CCV also has listings for the more mundane; but necessary tire, exhaust, brake work, etc.

"I have several thrilled customers every week tell me they didn't know a service like mine existed," said Jim Lofton, creator of CarCareValues.com and owner of a paintless dent removal company in Northern Virginia. "There is a multi-million dollar subculture of specialty auto reconditioning experts that service car dealers on a regular basis that the general public doesn't know about," said Lofton. So, he created CarCareValues.com, where he could promote his own business along with any type of auto service he could think of. Businesses are listed under headings; like, tires, brakes, appearance, interior, and are also part of a nice search feature that makes it easy for people to find what they need. Each sponsor/business also has up to (3) coupons on their page that they are able to edit from their own computer.

"It's surprising how many small and even mid-size auto companies don't have a web presence. And just creating a website isn't enough. If you build it they might not come," said Lofton. CCV will create a web page for auto-related companies for only \$100, and list it in the search feature and under logical headings of their choice on the site for only \$495 per year. CCV promotes itself heavily in Northern Virginia: online with Yahoo!, Google, etc., and offline on Goss' Garage with Pat Goss, which is produced on a local radio station and TV station. "We're making it easy for customers and auto shops to find each other locally," said Lofton.

CCV started in Fairfax County, Northern Virginia and is expanding throughout the region and eventually all of the United States, county by county. Regional territories for CarCareValues.com are available by licensing agreement.

For additional information contact: Jim Lofton, (703) 402-1577.

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### CONTACT INFORMATION:

Jim Lofton

CarCareValues.com

(703) 402-1577

<http://www.carcarevalues.com>

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**Contact Information**

**Jim Lofton**

CARCAREVALUES.COM

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**Online Web 2.0 Version**

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