



## **AutoEval President Appears on CNN-FN**

*Jason Bass, AutoEval President, will make a business presentation on CNN-FN on Wednesday, July 14, 2004 at 5:00 PM and again at 7:00 PM. Mr. Bass will appear alongside two other entrepreneurs on CNN-FN's "Your Money" segment and make a business presentation to a panel of financial experts, which will provide feedback to each entrepreneur.*

([PRWEB](#)) July 13, 2004 -- Teaneck, N.J. -- July 13, 2004 -- Jason Bass, AutoEval President, will make a business presentation on CNN-FN on Wednesday, July 14, 2004 at 5:00 PM and again at 7:00 PM. Mr. Bass will appear alongside two other entrepreneurs on CNN-FN's "Your Money" segment and make a business presentation to a panel of financial experts, which will provide feedback to each entrepreneur. Mr. Bass's appearance on CNN-FN comes as AutoEval seeks to market the company's automotive evaluation business with a long-term strategy in mind. Bass contends, "AutoEval's strategic goal is to become a successful franchise and a household name when people consider purchasing a used vehicle. This can only happen through an aggressive and dynamic marketing campaign. AutoEval's plan is to build the company's brand identity; expand company owned operations along the eastern United States; and franchise by the third year of operation. "Through current marketing efforts, we have been able to solidify key strategic alliances that will position AutoEval as the market leader in the automotive industry," says Bass of AutoEval's recent contract with CarFax and other forthcoming strategic partnerships. "We are already receiving calls from individuals to purchase franchises and we have not even solicited for such an interest," states Bass. That said, Bass admits that he has to exercise careful thought to ensure that AutoEval has enough capital to execute the current operational and tactical plan and provide adequate support to franchisees in the future. Nonetheless, Bass is very excited about the exposure and interest that AutoEval may gain as a result of the CNN-FN presentation. AutoEval was established as a limited liability company in September 2003. Seeking to change the way used automobiles are bought and sold, AutoEval's mission is to provide knowledge and peace of mind to potential buyers of used vehicles through an independent automotive evaluation service.

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