



New Way To Buy A Car - Let Dealers Hassle

Buying a new car in the 21st century can be as easy as checking email, searching on google, or paying bills online.

Austin, TX ([PRWEB](#)) February 5, 2005 -- Traditionally, buying a new car can be a devastating task for many who are shy, busy, or who prefer to not deal with car salesmen. It is easy for someone to feel intimidated because of the forwardness that salespeople emanate or because of the lack of knowledge concerning cars that buyers have. An example of this can be seen in my friend Patricia's recent trip to a dealership. Patricia, a recent college graduate who loves to shop found her first car buying experience to be everything but exciting.

For many people, buying a car for the first time is an important step in their life because it is symbolic of newfound independence and responsibility. Her visit to the first dealership was overwhelming. She left almost immediately because she was approached by five salespeople and felt overpowered. The next dealership she visited was not as bad, but she still felt vulnerable due to her lack of knowledge about cars. As she put it, "I feel powerful when I shop for clothing, because I know a lot about style, fabric, and quality, however, I know nothing about cars. A salesperson could tell me I need a certain upgrade and I would believe him." Lastly, during the negotiation phase, Patricia remembers feeling uncomfortable and timid, giving the salesperson the upper hand. As she said, "seeing him face to face made her feel weak and vulnerable. Postautos.com offers a way to circumvent many problems that people, like my friend Patricia, face.

It allows shoppers the option to not have to deal with dealers face to face. It helps shoppers make an informed decision by providing information on what to look for in a new car, the manufacturers suggested retail price, dealer invoice price, actual dealer cost, and performance reviews for many types of new cars.

Postautos.com makes car dealerships bid down the price that you pay for a new car of your choice. The way it works is a shopper posts using a standardized form the car they are looking to purchase as well as the max price he/she is willing to pay. Next, car dealerships respond, abiding by the buyers wants and requests, by posting a selling price (under the max price listed) for that type of vehicle. Dealerships bid in a public forum for 30 days and/or until the buyer accepts a bid. This creates competition amongst dealerships, not just in a local area, but nationally. Best of all, buyers can post their desired car for free.

Postautos.com provides another avenue for dealerships to sell cars and for buyers to purchase cars on a national, even global scale. In addition, the site presents information to help shoppers buy a car and make a fully informed decision. It also provides shipping, insurance, and financing information. According to Daniel Molina, CEO Onvus Inc., "The purpose is to incorporate new technology and ideas into the traditional car buying process. A new car, like every other commodity, can and should be purchased at the lowest overall price."

Postautos.com is doing for car buying what ebay.com did for auctions, only better. Since, postautos.com was created with the consumer in mind, shoppers can buy and sell used and classic cars, upload pictures of cars, learn how to fix cars, and how to spot a "lemon" among other things.

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**Contact Information**

Daniel Molina

ONVUS INC

<http://www.postautos.com>

512-380-0965

Online Web 2.0 Version

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