



## **The Performance Depot Unveils Co-Branding Program for Automotive Related Forums/Discussion Boards**

*Warns buyers not to join group buys on automotive forums and discussion boards because they run the risk of being scammed*

Boston, MA ([PRWEB](#)) February 25, 2005 -- The Performance Depot warns automotive enthusiasts to think twice before joining a group buy on automotive related forums and discussion boards because they run the risk of being scammed. "Anyone can post on these forums and pretend to be someone they are not," said Justin McFadden, president and founder. "The Performance Depot is making its technology available to automotive website's and forums at no charge so they too can offer reverse auction-group buys under a controlled environment and virtually eliminate any chance of fraudulent transactions."

The co-branding program will enable automotive related websites and forums to host reverse auction group buys in a controlled environment and help build a marketplace that makes shopping fun, safe and memorable.

McFadden created the company, which specializes in "reverse auction-group buys," after reading stories of buyers who felt they'd been ripped off and sellers who complained they couldn't trust buyers logging into the anonymous world of online auctions.

"Our co-branding partnership program will help connect buyers of all vehicle makes and models with sellers who are serious about doing business," said McFadden. "It will also create a controlled shopping environment and a new source of revenue for auto forums."

The Co-Branding Partnership program is free to join and includes a custom designed reverse auction-group buy portal using the partners website look-and-feel.

All co-branded partner websites will be hosted on The Performance Depot's web servers, keeping all transactions updated throughout the entire network and published in real time. There is also a revenue sharing program payable at the rate of fifty percent (50%) of seller's fees on all sales referred by the partner website.

Those interested in becoming a co-branding partner are asked to contact Mr. Justin McFadden via email at [info@theperformancedepot.com](mailto:info@theperformancedepot.com)

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