



CARazed.com - Car News, Reviews and Blogging Cars for Sale

CARazed.com, a new automotive blog with a different approach to online car sales. Car sellers "blogcars for sale".

Sacramento, CA ([PRWEB](#)) April 11, 2005 -- CARazed.com, a new automotive blog, launched April Fools Day 2005. CARazed takes a different approach by merging free car classifieds with a blog. Mike Janzen (a.k.a. madMike), creator of CARazed describes its as, "blogging cars for sale." CARazed takes best practices from ecommerce and blogging and blends it up in a user-friendly car-commerce cocktail. CARazed is free for car sellers and buyers.

For the uninitiated, blogs are websites where an individual or select group of authors post news, commentary, editorials, etc, and invite others to comment. Blogging has proven to be an excellent way to distribute information and engage web users in dialogs. By extending the blogging model to selling cars online, CARazed introduces a new forum for people to connect. Car Sellers become bloggers, posting their cars much like classifieds but interact with car buyers much like bloggers.

Instead of a fee based business model like most car classifieds websites, CARazed will rely on advertising revenue to keep the basic car selling account free. Two upgraded car seller packages will be available soon to accommodate sellers with larger inventories and multiple car lots.

CARazed is not a replacement for inventory systems or car dealership websites. It can augment and enhance a car dealers website with a free virtual showroom. The showroom can be stand-alone or built into an existing website. The visual design is 100% customizable by allowing the blogger (car seller) to edit the page template and cascading style sheet. Sellers can post an unlimited number of cars, add/edit/delete postings real time, and post up to 12 photos per listing with a drag and drop photo upload feature.

RSS (real simple syndication) feeds are also available providing car buyers easy access to updated and new car posts. Buyers simply save their favorite search as an RSS feed and when a seller posts the car they want it shows up in their RSS reader.

CARazed.com is car news, reviews and blogging cars for sale. Car sellers become bloggers and blog their cars for sale.

Company History

The CARazed concept was born sometime in 2003 in the mind of Mike Janzen, web designer and entrepreneur. Over the past two years the concept was refined and perfected and the website launched April Fools Day 2005. This is just the first major website/weblog release from the mind of madMike. Stay tuned, the madness has just begun. Investors in the company include Nathan Bricklin, son of Automotive Entrepreneur Malcolm Bricklin.

For additional information contact Mike Janzen at madmike@carazed.com.

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CARAZED.COM

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Online Web 2.0 Version

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