



Usedcars.com adds Quigo Technologies contextual advertising (AdSonar Exchange) to its Sponsored Link Provider Line-Up.

Usedcars.com expands its presence into their Sponsored Link (pay-per-click search marketing) growing network by signing an agreement with Quigo Technologies (AdSonar Exchange) to provide a content targeted online advertising platform for automotive advertisers.

Mission Viejo, CA ([PRWEB](#)) April 13, 2005 -- usedcars.com (www.usedcars.com), a leading online used cars classified and provider of support services to used car buyers, announced today that it signed an agreement with Quigo Technologies (AdSonar Exchange) to place relevant text ads on their Web site.

A targeted advertising and search platform, AdSonar Exchange matches advertisers and publishers with pinpoint precision using sophisticated technology in order to address the search relevancy issue. Quigo Technologies will open the door to hundreds of targeted automotive advertisers to advertise on usedcars.com, the oldest and one of the best automotive sites on the Internet.

Using Quigo's one-of-a-kind technology, AdSonar Exchange's advertising platform classifies Web sites by content topic as the first step to ensure the right ad will be placed on the most relevant Web page. AdSonar's proprietary relevancy algorithms then sort through the topics and Web site to refine and determine an ideal match so that the right ad will be shown in front of the right consumer on the right Web page.

“We’re thrilled to announce five separate automotive publishers added to the AdSonar Exchange today,” said Michael Yavonditte, CEO of Quigo Technologies. “By launching the automotive marketplace in AdSonar Exchange, it once again shows that the market approves of our vertical approach to contextual advertising. With the addition of usedcars.com to our network it ensures that companies selling auto-related goods and services now have a clear best choice in cost-per-click advertising.” usedcars.com.

About usedcars.com, Inc.

Usedcars.com is a comprehensive one-stop Internet site for buying and selling cars, car parts, car care tips, car accessories, insurance, warranties, credit reports, credit repair, and automotive advice. The site also features auction vehicles, car clubs, and articles as well as a monthly informational e-mail "Things You Auto Know" which is sent to a list of over 100,000 email recipients. The site, established in April of 1994, currently receives over 5 million impressions (page views) with over 500,000 unique visitors monthly. For more information, please visit www.usedcars.com.

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Online Web 2.0 Version

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