



## **Detroit, Hybrids Are Not Just Cars Anymore**

*Using a new Hybrid application process that combines both the auto loan request and vehicle preferences all in one form is more evidence of how online auto shopping popularity has created a need for more efficiency in the two previously separate market segments, auto loans and auto quotes.*

Fresno, CA ([PRWEB](#)) May 4, 2005 -- It seems that Detroit is not the only ones listening and delivering on what the consumer expects when shopping for a better more efficient gas powered car and as the result Detroit spent hundred's of millions of dollars in creating and improving HYBRID vehicles.

This push to satisfy consumers in every aspect of buying a new vehicle is evidenced by the consumers ever increasing relevance of internet shopping where a person in pajamas at home can purchase a new vehicle. Purchasing on the World Wide Web is another automotive segment effected by the consumer who demands top efficiency in every technological convenience, Case in point, The internet's online automotive purchasing segment with its Autobytel and Cars.com.

E-commerce, 11% bought their cars online, 9% through newspaper ads. Car shoppers are now empowered by the Internet. Most of the estimated 61 million consumers who bought a new or used cars last year began their search on the internet. In 2004, Web sites generated 22%. Private-party sales now match the number handled by independent used-car dealers and could soon pass franchised auto dealers.

Among Internet users, 11% said they found their used car they ultimately bought online, while only 9% said they found their car in a newspaper classified. This massing of audience spurred a jump in online automotive ad spending last year. While the overall automotive category grew at a rate of about 2% in 2004, the Internet portion grew 51.5%, to \$1.2 billion. We project that the Internet Category will grow to nearly \$2 billion by 2006, accounting for 6.4% of all dollars spent on auto sales advertising, according to Borrell Associates.

Addressing the needs of consumers who demand an ever more efficient way to purchase a car online. "We must provide a process where the consumer can apply for both an auto loan and a car quote in one easy to follow format," concluded Raul.

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About Cucaru.us:

Cucaru is one of the Internet's automotive pioneer's, creating new hybrid auto loan and auto quote processes to the consumer.

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