



DriveWire.com Moves into the New Vehicle Lead Industry

DriveWire.com, a leader in the auto parts and accessories industry, announced today that they have expanded their online offerings to include new vehicle pricing, finance and rebate information.

([PRWEB](#)) May 27, 2005 -- "Over the past six years, [DriveWire](#) has been the online leader for [auto parts](#) and [accessories](#), it is now time to expand into other areas of revenue opportunities," said Bryan Parks the CEO of DriveWire.com. "We see incredible growth in the automotive lead industry and we now expect to capitalize on it. Over the next six months we will be adding Insurance, Finance, Warranty, Certified Pre Owned and Used vehicles, making DriveWire the premier automotive destination on the web."

Forrester reports dealers currently spend as much as \$10,000 per month for third party Internet leads for every franchise in the dealership, and that consumer use of third party Web sites to request a dealer price quote will increase from 27% in 2003 to 40% or more in 2005. Jupiter Research predicted 22% of all new car sales in the U.S. would be generated on the Internet in 2004. (Trends 2005: Automotive Retail Technology, Forrester Research, November 2004).

The intuitive layout of the website provides a step-by-step guide to saving thousands on your next [vehicle purchase](#). They provide some of the most comprehensive new vehicle pricing and [rebate](#) information directly from the car manufacturers. Once the consumer places a request for a [price quote](#), DriveWire allows you to see the actual dealer [invoice price](#), and the price you should expect to pay, including comparable vehicles in the category.

Thru DriveWire's partnership with [MotorAlley](#), they have the largest coverage of [new car dealers](#) on the web. The ability to directly integrating to over 10 thousand dealers across the U.S. provides a unique ability to get real time price quotes from multiple dealers.

About DriveWire.com

Launched in 1999, [DriveWire](#) is one of the leading online retailers of [auto parts](#) and [accessories](#). Aside from offering the lowest prices on replacement parts and performance accessories, they provide one of the largest online catalogs of [Honda Parts](#), [Acura Parts](#), [Toyota Parts](#), [Porsche Parts](#), [Chevy Parts](#), [BMW Parts](#) and [Mercedes Parts](#). DriveWire is a Warehouse Distributor for [Eibach](#), [Intrax](#), [AEM](#), [DC Sports](#), [B&G Suspension](#), and [Injen](#).

About MotorAlley.com

MotorAlley provides integration directly to more than 10 thousand new car dealers nationwide. Aside from paying the highest lead rates to affiliates, they can post leads to multiple dealers and networks allowing a placement rate of 95% on all inbound new car leads. MotorAlley has some of the best [new car reviews](#) and most up to date dealer locator on the web.

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Online Web 2.0 Version

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