



First GLBT-Focused Automotive Site Launches at Los Angeles Gay Pride Parade

Gaywheels.com, the first automotive Web site specifically targeted to the Gay, Lesbian, Bi-sexual and Transgender (GLBT) buyer, is "coming out" on June 12th at the 35th Annual Los Angeles Gay Pride Parade in West Hollywood, CA.

West Hollywood, CA ([PRWEB](#)) June 10, 2005 -- Gaywheels.com, the first automotive Web site specifically targeted to the Gay, Lesbian, Bi-sexual and Transgender (GLBT) buyer, is "coming out" on June 12th at the 35th Annual Los Angeles Gay Pride Parade in West Hollywood, CA.

Gaywheels.com provides a gay-friendly way to research and buy a car or truck and related services. Users of the site will be able to investigate which automakers and other automotive companies offer domestic partner benefits to their employees, thus qualifying them as "gay-friendly." With that information at hand, they can make an educated choice when beginning the car-buying process.

"Research tells us that approximately 71 percent* of GLBT consumers have said that they want to spend their money with companies that have progressive policies toward their GLBT employees, but don't want to spend a lot of time tracking down the information to help make that choice," said Gaywheels.com founder Joe LaMuraglia. "We gather the information on their behalf, and make it available to them at no charge."

Gaywheels.com's presence at the LA Gay Pride Parade is being sponsored by Scion, a Brand of Toyota Motor Sales, which continues its support of GLBT marketing.

Once the Gaywheels.com site user finds the "gay-friendly factor" for a brand, he or she can send in a lead to a dealer, get a free online insurance quote and apply for a loan - all with business partners that are gay-friendly. Gaywheels.com premier partners for these services are Esurance, E-LOAN and Dealix.

"It is our corporate policy to only work with progressive companies," says LaMuraglia. "We won't partner with or accept advertising from any company that doesn't offer domestic partner benefits for their GLBT employees."

Gaywheels.com is owned by Targeted Diversity Marketing, LLC - a marketing firm dedicated to promoting responsible consumerism and affecting change.

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*Source: Witeck-Combs/Harris Interactive (2000-2004)

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Online Web 2.0 Version

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