



CarSoup.com brings Local Online Car Shopping to Mohawk Valley

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Minneapolis, MN ([PRWEB](#)) June 26, 2005 -- Big changes are in store for Mohawk Valley residents beginning in July as CarSoup.com expands its service to include the region. From Rome to Amsterdam, and Oneida to Herkimer, CarSoup.com will serve as a bridge between local vehicle buyers and sellers in the Utica market. An agreement has been reached with media partners ABC-20 (WUTR), FOX 33 (WFXV) and UPN53 (WPNY) that will radically alter the ways vehicles are bought and sold up and down the Mohawk Valley. This unique partnership of local media and a proven Internet retailer has proven highly successful in the 30 major retail markets CarSoup.com serves across the nation.

For auto dealers in the area, CarSoup reaches more people with more information about their cars, trucks and vans than ever before. Dealers will be able to include multiple color photos and vehicle features for people shopping for a new or used car. Customers will be able to visit Mohawk Valley dealerships any time of the day or night, with the ability to search by make, model, price or even payment. For today's busy consumer, CarSoup has automated the process of receiving a price quote or scheduling a test drive without ever having to leave the house or pick up the phone. CarSoup.com has planned an aggressive advertising campaign with ABC-20, FOX33 and UPN53 announcing the expanded coverage in upstate New York over the coming weeks.

For private party sellers, CarSoup.com offers their signature "Til It Sells" classified ad service that remains one of the site's most popular features. An inexpensive alternative to other forms of advertising, a CarSoup ad offers virtually unlimited space for vehicle description or features and includes color photos and automated email alerts from interested buyers. For car buyers, many of the unique search tools available at CarSoup.com make the process of finding the right vehicle for their needs much easier than traditional methods. For specific or hard-to-find vehicles, car shoppers can now fully automate the search process and have CarSoup deliver vehicles to their personal online "garage."

The addition of motorcycles, ATVs, personal watercraft, campers, RVs and other motorized vehicles has also proven extremely successful. In the coming weeks, CarSoup will allow Internet shoppers in the Mohawk Valley will have access to CarSoup's smart search for better results. If it can get you from here to there, you can probably buy, research, or sell it on CarSoup.com.

About CarSoup

CarSoup.com is a Minneapolis-based automotive website founded in 1998, providing visitors with comprehensive information on new and used cars, as well as motorcycles, ATVs, RVs, personal watercraft, and snowmobiles. Currently operating in 18 states, and ranked among the top 15 Minnesota e-commerce companies, CarSoup makes it easy for users to browse and shop one of the largest selections of local vehicles and dealers in their area. For more information visit www.carsoup.com.

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Online Web 2.0 Version

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