



DealMania To Beef Up Auto Sales

Online Auction Attractive to Auto Buyers and Sellers

Binghamton, NY ([PRWEB](#)) July 27, 2005 -- DealMania (www.dealmania.com), a fast growing online auction provider, announced today it would begin soliciting auto dealers and individual sellers to boost its sales of cars, trucks and SUVs. The company is seeking to attract auto sellers by offering low fees and direct marketing for seller stores created on the auction site. In addition to low fees, DealMania offers a monthly fee cap at \$9.95, which means a seller can list and sell as many vehicles as they like and never pay more than the cap amount each month.

Online auto sales have risen substantially over the past five years and DealMania hopes to tap into this surging market. In an online auction format, sellers can attract buyers from across the country who can buy the vehicle and have it shipped or delivered to them. Auto shoppers can find better deals due to the increased selection of cars from dealers and individual sellers. The larger selection makes it easier for shoppers to get exactly what they want in a pre-owned vehicle.

Currently online auction giant eBay dominates vehicle sales, posting over \$14 billion in sales in their past fiscal quarter. DealMania hopes to attract auto sellers by helping them improve their profit margins on auto sales. "It's obvious that online auctions are a great medium for selling cars, but if we can reduce the cost for the seller they can realize greater profits from their sales," stated Stacy Barrett, DealMania co-founder and Vice-President of Marketing.

DealMania provides free online stores where a seller's auctions are displayed on a customizable web page. The company will begin promoting auto seller stores through search engines and other advertising to bring new shoppers to the auto listings. DealMania makes money when a seller has a successful sale on the site. Sales in non-vehicle categories have been brisk since the site launched as an online auction in June 2005. "We see auto sales as a key component of DealMania's growth, so we are aggressively going after this category," Barrett added.

About DealMania

DealMania.com is an online auction destination dedicated to uniting shopping enthusiasts from all around the world to buy and sell their quality, new and pre-owned items and apparel on the web. DealMania offers the seller a high traffic site to sell their items while giving the buyer a great place to find what they need at a substantial savings. With a growing population of buyers and sellers, DealMania is quickly becoming a venue where buyers and sellers can do business in an easy and effective way.

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Online Web 2.0 Version

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