

Racing Industry gets its own online classified system

RacingJunk.com beats Ebay® and others to the racing niche

NORTH ADAMS, MA ([PRWEB](#)) January 2, 2004 --RacingJunk.com a division of Raceway Media, LLC has closed out a very active 2003 setting new milestones of over 4.5 million visitors and over 25,000 registered members.

RacingJunk.com is a free online classified service where racers, racing fans, and enthusiasts can find everything race related, from racing parts to engines to complete race cars and anything in between. Approximately \$80 million dollars worth of products are currently posted on the site, with up to 600 new ads posted daily.

Ryan Matuski and Paul Renaud developed the idea of turning one racer's junk into another's treasure a few years ago. The pair teamed up with Osmin Alvarez, CEO of Boxcar Media, a regional multimedia web design firm. In 2000 Boxcar Media was brought in to provide additional resources in the areas of web design and marketing to expand the reach of the site. "What these guys have hit on is phenomenal," Alvarez said. "The beauty of this is it's grown through viral marketing and word of mouth. It is really making a name for itself in the performance racing industry." □

Best of all, it costs nothing to post an ad on the Web site, but people must register as a member with a valid e-mail address. The site utilizes an "honor system" payment method, where people pay the company a certain percentage based on the price of the sale. "When we receive payments, we give back free hats, T-shirts, decals," Matuski said. "Everyone is guaranteed some kind of gift, thanking them for being honest. I think it's been the customers that have chosen our path," he said. "Through their calls and e-mails we have modified the site to their needs. We have received incredible feedback from people worldwide." □

A recent testimonial:

"Racing Junk.com is now "THE" web site for the motorsports community! It is easy to navigate and is a user friendly site that provides excellent content. As professionals, it has become our first choice when considering buying or selling race cars and equipment. I recommend the site highly to motorsports enthusiasts, as well as advertisers. The traffic numbers are incredible! Keep up the good work." □

Ed -

Classicmusclecars.com

About Raceway Media, LLC

Raceway Media is a multimedia publishing company servicing the racing industry, based in North Adams, MA. They publish a quarterly all glossy, full color racing magazine serving the northeast and a monthly racing shopper that is distributed nationwide. RacingJunk.com is the online classified website for the racing industry with over 25,000 registered members and over 450,000 visitors monthly. Raceway Media also owns and operates RVJunk.com and BoatingJunk.com.

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Online Web 2.0 Version

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