

New Auto Dealer Locator Pinpoints the Best Location To Buy New and Used Cars

Dealerfish.com announced the launch of its newest website feature today, making the car shopping process even easier for visitors. The [Auto Dealer Locator](#) provides free access to the best dealerships for new and used vehicles, from the convenience of the homes, offices, and PDA devices of consumers across North America.

Falls Church, VA (PRWeb) January 10, 2007 -- If you are in the market for buying a new or used car and want more information on where to find the best deal, look no further. Dealerfish.com, a one-stop car buying resource center, announced the launch of their online [Auto Dealer Locator](#) today, bringing people one step closer to getting the car deal of their dreams. Dealerfish provides consumers with free, unlimited access to valuable information such as price comparison, model types, accessories, customer dealership reviews, and now the precise location of where they can find the best package, so people can make well-informed purchasing decisions.

"I am excited about this opportunity to help people find the car they want, at the price they want to pay," says Halys Vowles, Public Relations Manager of Dealerfish.com. "Many consumers miss out on the best deals and services simply because it is too time consuming to do a comprehensive search in person. We empower customers by offering technologically advanced details that help them select the best dealership, based on dealership information, vehicle facts, and real-life customer reviews."

Technology has drastically changed the way people are shopping for new and used vehicles. Gone are the days of driving all around town, walking through lots with pushy car salesmen, trying to make a deal. Today, the car shopping experience emphasis is on comfort and convenience. With Dealerfish.com, consumers can conveniently shop for their cars from the comfort of their home, office, or PDA devices absolutely free.

While many people fear losing the "personalized experienced" by shopping online, Dealerfish.com preserves customer comfort with the little details that make a difference in whether or not you want to conduct business with a company. Reading dealership reviews from previous customers, allows consumers to have a first-hand, un-biased peek into the type of customer service and products they will experience.

"Our website gives consumers a reliable source for accurate information on vehicles and dealerships, which eliminates the hassles and stressors associated with finding a new or used car," Vowles proudly reveals. "People can search virtually from any location with an internet connection."

By simply entering in a vehicle make and zip code, visitors can interactively browse all the dealers in the area, using Google's advanced mapping tool. In addition to providing an image of the closest dealership, Dealerfish supplies other vital details about the location including:

- Business name
- Address
- Telephone number
- Distance from selected zip code
- Hours of operation
- Years in business
- BBB affiliation

- Internet Manager's name
- Service Manager's name
- Customer reviews

An increasing number of people have turned to online shopping for all of their needs, to save valuable time and money. The Dealerfish philosophy embraces this improved way of shopping, and their staff is working diligently to facilitate the car buying process as much as possible. Since they are not affiliated with any of the dealerships listed on their website, Dealerfish.com is able to keep the consumer as their first priority. Customers can look forward to more great features such as Dealer Coupons and Promotions in the near future.

For dealerships interested in advertising their services and promotions online, please visit www.Dealerfish.com .

About Dealerfish.com

Dealerfish is a wholly owned subsidiary of M2W, LLC, a firm specializing in online marketing. www.Dealerfish.com is an online resource center created for consumers interested in purchasing new and used cars. As a free service to visitors, Dealerfish provides users throughout North America with comprehensive details so they can make well-informed decisions about vehicle purchases.

About M2W, LLC (Dealerfish's parent company)

Originally founded in 1998 under the corporate name Ion Multimedia, Inc., M2W, LLC is a privately owned company specializing in online marketing. M2W began as a web development enterprise and evolved into one of the prominent web design and marketing firms. With over fifteen years experience in the automotive industry, M2W, LLC manages a nationwide network of automotive websites that cover most major markets and major auto manufacturers.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).