



Continent Vehicles becomes first virtual dealership to offer part exchange service on-line

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The UK based car import company, Continent Vehicles, has launched its new website and is set to become the first virtual dealership to offer its customers the facility to part exchange vehicles on-line.

Continent Vehicles is introducing the part exchange facility in response to customer needs following close interaction and consultation with existing and potential customers.

The part exchange service will be introduced to the website www.continent-vehicles.com as of Thursday 18th May 2000. Whilst Continent Vehicles is unique in that it does not charge customers for quotes, a fee of Â£5.00 will be charged to customers requiring a part exchange appraisal.

Continent Vehicles offers full dealer services and has the widest range of vehicles available from any UK importer. Continent Vehicles also offers a full range of pre and post market services including; vehicle finance, insurance, audio equipment and up rated security.

In the recently published 'What Car? Guide to Buying Abroad' survey, Continent Vehicles was rated as one of the top five Internet car importers out of a selection of twenty companies.

Shehwad Ashraf, founder and Director of Continent Vehicles said: 'Our aim is to revolutionise the way people buy cars and to establish Continent Vehicles as a trusted 'one stop shop' for all of their car buying needs. We are very excited with the most recent development to the website and are pleased to be able to offer customers the option to part exchange their vehicle on-line. Continent Vehicles prides itself on responding to customer's needs and the introduction of the part exchange service is in response to this.'

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NOTES TO EDITORS

The Continent group also incorporates Orient Vehicles, which was the first on-line Japanese car import company in the UK. This was launched in 1997 and following its success, came the recent introduction of Continent Vehicles. The team has many years expertise in importation, logistics and information technology and guarantees its customers the best vehicle buying experience on-line. To view the Continent Vehicles website log on to www.continent-vehicles.com

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Online Web 2.0 Version

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