

Dominion Registries Opens .Autos Domain Registrations with Priority for Trademark Holders Until May 21

.Autos is the only industry validated domain name extension exclusively for the automotive community. Only eligible entities in the auto industry can use .Autos domain names, keeping the online space safe and relevant for the auto community and their consumers.

Norfolk, VA ([PRWEB](#)) March 30, 2016 -- Dominion Registries, a division of Dominion Enterprises, announced today that Sunrise, the trademark priority registration period, for the new .Autos top-level domain is now open for eligible trademark holders.

"We are very excited to launch the .Autos domain name extension because we believe there is a real need for a safe, secure, and relevant namespace that is dedicated exclusively to the automotive community," said Jim Schrand, Director of Corporate Strategy for Dominion Enterprises. "In addition, .Autos provides a ground-floor opportunity to get a great domain name with an extension that is logical and memorable."

Whether leasing, buying, researching or reviewing service providers, it's important for consumers to trust and feel secure with the information they find online. The .Autos domain extension not only offers memorable naming options for dealers and service providers, it also conveys trust and credibility for consumers. This is because every .Autos domain name owner is validated to be a legitimate entity that provides automotive products or services, ensuring a safe and relevant internet space.

The .Autos domain name is available exclusively to businesses that provide products or services to the automotive community. The full list of eligible sectors can be found in the registration policy and includes such groups as: automotive manufacturers, OEMs, parts manufacturers, dealers, dealer groups, brokers, distributors, service providers, financial service providers, insurers, and retailers just to name a few. Every domain name applicant is verified before the domain is released for use to ensure they meet the eligibility qualifications. As a result, consumers can trust that websites with .Autos extensions are safe and secure and provide relevant auto-related content.

.Autos Launch Dates

Sunrise or Trademark: Through May 21, 2016, registration of .Autos domain names will be available to eligible trademark holders. To learn how to apply for your trademarked name, visit www.domains.autos.

Limited Registration: May 26 - July 3, 2016, applications will be accepted for domain names that correspond to the registrant's entity name, DBA or mark and will be validated by the registry. If you are in one of the following three categories of registrants, you may apply during the LRP:

- Automobile manufacturers
- Dealer / Dealer Groups
- Associations

General Availability: July 4, 2016, applications open to all eligible registrants

For more information or questions concerning .Autos, head over to the Dominion Dealer Solutions' Booth # 2123C during the 2016 National Automobile Dealers Association Conference and Expo. You can also visit



www.domains.autos to learn more about the .Autos top level domain.

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About Dominion Enterprises

Dominion Enterprises is a leading online marketing and software services company offering client solutions across multiple targeted business verticals. Our widely recognized B2C web and mobile portals, including ForRent.com, Homes.com, CycleTrader.com and BoatTrader.com, generate nearly 30 million unique visits monthly. Our B2B cloud SaaS solutions directly support clients in establishing their online and mobile brands, generating leads, and managing customer relationships. Dominion Enterprises has more than 40 businesses and 3,000 employees in our Norfolk, Va. home office, across the U.S., and internationally.

About Dominion Registries

Dominion Registries, a division of Dominion Enterprises, is the operator of the new top level domain namespace for .Autos, .Boats, .Homes, .Motorcycles and .Yachts.

Dominion Registries provides high-quality, industry-defining website addresses to the automotive, marine, powersports and residential real estate communities. Working in partnership with the industries they serve, Dominion's new domain name extensions deliver industry-specific internet content channels that are safe and secure for both businesses operating websites and consumers who seek relevant content to make important purchasing decisions. For more information, visit www.DominionRegistries.com. You can also learn more about the .Autos domain extensions on www.Domains.Autos and follow .Autos on [Twitter](#).

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Online Web 2.0 Version

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