



StoneAge turns 1,000,000!

StoneAge announced that it has logged 1 million new cars sold through its properties in twelve months, verified by 50 state new car registrations. An additional 600,000 used vehicles were sold during the same period.

([PRWEB](#)) July 2, 2003 -- StoneAge Corporation
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FOR IMMEDIATE RELEASE

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Troy, MI (PRWEB) June 30, 2003 -- StoneAge Corporation, owner and operator of Car.com, announced that its registered consumers bought over 1 million new vehicles over the past 12 months based on fifty state DMV records. The number grows to 1.6 million vehicle purchases when used vehicle purchases are included. This represents the highest buying period in StoneAge history.

“While most of our competitors measure their success in terms of website traffic and page views, we look to completed vehicle sales as a measure of our success,” said Mark Campbell, Founder, Chairman and CEO of StoneAge. “Our goal is to help consumers make intelligent choices and find the best vehicle and the best deal for their individual needs. We like high traffic but we don’t optimize our site to generate page views for banner advertising. We prefer to focus on helping consumers, dealers and manufacturers get to the end-product – a vehicle sale. I think over one million new vehicle purchases points that out pretty convincingly.”

According to David Wassmann, StoneAge’s Chief Marketing Officer, StoneAge users also purchased over 600,000 used vehicles. “The off-lease and pre-owned market is really strong right now. I know manufacturers have a lot of off-lease volume to move. Our job is to get Consumers together with Dealers. Unlike a lot of advertising focused web sites, we focus on making a personal connection between Dealer and Consumer. In fact, our data shows that as many as a third of our new vehicle Shoppers switch to a used vehicle when they do purchase.”

Among the most requested passenger cars at the Car.com site are Toyota Camry, Cadillac CTS and Honda Accord, while the Ford Explorer, Jeep Grand Cherokee and Cadillac Escalade lead the SUV segment.

About StoneAge:

StoneAge is a privately held holding company focusing on applications designed to support Consumers in the consideration, shopping and buying phases of the automotive ownership process. As an unbiased, third party



catalyst, StoneAge is in a strong position to facilitate the connection of Consumer, Dealer and Manufacturer to achieve a better car buying and selling experience...

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Online Web 2.0 Version

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