



## **Fast-Autos.com -- Now the Hottest Cars Only**

*Fast-Autos joined by five new online publications each catering for a sector of fast-car enthusiasts. Now, enthusiasts for any type of fast car have their own web site, whether their interest is sports cars, tuners, muscle cars, hot hatches or exotic rental cars.*

Southampton, England ([PRWEB](#)) January 2, 2008 -- Fast-Autos, the flagship online publication of Persimmon Publishing Ltd, has been joined by new magazines to complement and expand the coverage of high-performance cars.

### Five New Online Publications Each for Specialist Interests

The new publications are:

AllAboutFastCars - the portal for everything potential buyers, owners and enthusiasts want to know about performance cars

<http://www.fast-sportsears.com> - all about sports cars

<http://www.fast-musclecars.com> - muscle cars, including hot hatches, fast coupes and the top engine tuners

Fast-RentalCars - gives advice on the cost of renting or fractional ownership of supercars and exotic cars

CashToBuyFastCar - helps readers accumulate the money they need to buy a fast car.

<http://www.fast-autos.com> continues as the flagship product, but is now laser-targeted on supercars and exotic cars.

Commenting on the changes, John Hartley, Chief Editor said: "People are demanding information about their real interest, and don't want to be sidetracked by cars that don't really interest them. The potential buyer of a car like a Lamborghini Gallardo is not really interested in a hot hatch like a Ford Focus ST or Golf GTi."

"Of course, if they are interested in both types of cars, they can easily switch from one site to another through the links we provide. Also, we are taking Web 2.0 onboard, with more images and social bookmarking."

"This approach will give people more of what they want, and is in tune with the personalization of the internet. We are excited about the potential of these publications in meeting the demands of the marketplace."

In addition to these sites, two existing sites operated by Persimmon Publishing Ltd, EndSpeedingTickets and Incar-Navigation, are brought into the same group of sites under the AllAboutFastCars umbrella.

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**Online Web 2.0 Version**

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