



## CollectorCarTraderOnline.com Lets Choice Drive The Success of the Specialty Car Industry

*Consumers have more choices than ever when deciding where to purchase a vehicle, but seemingly fewer choices for finding a vehicle that promotes individuality. Sites like CollectorCarTraderOnline.com have made it a point to preserve the collector car enthusiast's Choice to hold fast to the cars and memories of their youth.*

VIRGINIA BEACH, VA ([PRWEB](#)) May 22, 2004 - CollectorCarTraderOnline.com [[www.CCTOL.com](http://www.CCTOL.com)] is striving to preserve Choice in the specialty car industry.

What is Choice anyhow? Many would conceive that Choice is the ability to consciously derive ones own destiny. While others would argue the idea of Choice is an illusion that allows one to originate his/her destiny from a pool of subliminal predetermined options.

The automotive industry is one that has taken both theories and integrated the two. It offers everything from made-to-order automobiles that give their owners a sense of pride and eminent social status; to fresh off the assembly line vehicles that affirm the buying decision each time a fellow driver passes in the same vehicle. Since conception, the purchase of an automobile has been an activity embedded deeply in emotion, declaring to reveal everything about a buyer from social status and income to quality and type of lifestyle. Choice is what has evolved this industry to the great bazaar that is today.

Today, consumers have more choices than ever when deciding where to purchase a vehicle, but seemingly fewer choices for finding a vehicle that promotes individuality. Sites like CollectorCarTraderOnline.com have made it a point to preserve the collector car enthusiast's Choice to hold fast to the cars and memories of their youth.

Classic cars are the foundation for what the automotive industry has built over years, said Allyson Stanberry, Business Development Manager, [www.CCTOL.com](http://www.CCTOL.com). It is important that as an industry we don't forget where we started. While in some instances, you find that manufactures are steering away from the classic body styles; many companies are making an effort to preserve the unique craftsmanship of the earlier models. I think that is extremely important in today's market where the blast-from-the-past effect is so prevalent and successful.

Enthusiasts of collector cars feel that many of the current models take the power of Choice away from the consumer, expressing dissatisfaction with the cookie-cutter body styles and accessories being offered on today's models.

I remember a time when I would see a car driving down the street and immediately, just by the body style, I knew the make and model of that vehicle, said specialty car enthusiast and CollectorCarTraderOnline.com advocate David Trumbull. Now most of the models look like they came off the same assembly line.

Feelings similar to those of David Trumbull could be a direct reflection of the booming parts and aftermarket industry. According to the Specialty Equipment Manufacturing Association [SEMA], the specialty accessories and appearance segment grew an impressive 189.7% in twelve years, leaping from \$1.85 billion on sales in 1990 to \$5.36 billion in sales in 2002.



These stats indicate that consumers are seeking individuality in their vehicles. One could argue that the aftermarket industry is booming because manufacturers are leaving buyers with such monotonous body designs to choose from, that consumers feel the need to take it upon themselves to define their vehicle's identity.

CollectorCarTraderOnline.com is an online marketplace that caters to the interests and needs of specialty car enthusiasts. With over 1.4 million visitors each month, 138,000 specialty vehicles, and 50,000 hard-to-find parts for sale on the site, CollectorCarTraderOnline.com proves its self as the leading buyer/seller liaison in the specialty car industry.

For more information, contact Larissa Spruill at (877) 354-4066 ext 8257 or visit [www.CCTOL.com](http://www.CCTOL.com).

###



**Contact Information**

**Larissa Spruill**

COLLECTORCARTRADERONLINE.CO

<http://www.collectorcartraderonline.com>

**Online Web 2.0 Version**

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