



Free Automotive Classifieds and Auction has revamped one of the webs formerly most visited automotive sites.

Remember the days when doing business on the web was free, THEY'RE BACK. lotBOT has redesigned, revamped and moved in a different direction. Emerson Scherer, CEO, has brought a new vision to doing business on the web and at a great benefit to all those looking to sell their used car or truck on the web.

([PRWEB](#)) August 26, 2004 -- When it comes to automotive sites, and there are plenty of them, this is a top-notch operation. Through years of planning and new vision statement proceedings, Emerson Scherer (CEO lotBOT.com) has made the final decision and is going back to what the web used to be, FREE.

"I remember in 1999, when I first got involved with the Internet, everything was free, sites were throwing opportunities at you, but now, you've got to pay every step of the way. As far as I'm concerned, we're going to go back to our roots. A FREE INTERNET. I believe helping others build their web presence is the best way to go. Besides, it's how I got started in 1999 with a WebTV and no knowledge of the Internet. Five years later, it's almost unbelievable to fathom what I have accomplished. However, I did it all with free tools, free advice on a truly free web. So we're going back to what made us one of the web's top automotive consulting firms. Our dealer service partnerships with <http://www.lyynx.com> and <http://dealers.lotbot.com> and now, <http://www.roversdirect.com> have catapulted us to the top and now it's time to give back."

The Internet is full of plenty of places to sell your vehicle, but all too often at a cost financially and personally. But this Free Automotive site is different, it's always going to be free. Whether you're a dealer or private seller, lotBOT has a plan for you. It is true that they do make money, however, they make it through affiliate advertisements and not at the expense of their visitors and users. If you ask me, when you are looking to sell a Car, Truck or SUV, take the time to visit <http://www.lotbot.com> and post your vehicle, it's free and it works.

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