



## **The Speedy Car Finder TV Show A New Automotive Advertising Concept**

*Announcing the newest concept in auto dealership advertising! Speedy Car Finder is a modern marketing tool that has major advantages over traditional dealership promotions strategies. Dealers and automotive dealer groups can now move beyond 30 second commercials and take full advantage of long format television segments to intelligently feature their inventory and services. This smart, low-pressure presentation that reaches potential buyers at home works very well.*

([PRWEB](#)) October 15, 2004 -- The Speedy Car Finder TV Show  
A New Automotive Advertising Concept

Announcing the newest concept in auto dealership advertising Speedy Car Finder is a modern marketing tool that has major advantages over traditional dealership promotions strategies. Dealers and automotive dealer groups can now move beyond 30 second commercials and take full advantage of long format television segments to intelligently feature their inventory and services. This smart, low-pressure presentation that reaches potential buyers at home works very well. The show holds the viewers attention and imprints the featured local dealers name on their mind. Car shoppers are more discerning than ever. Gone are the days of the obnoxious pitch.

The show's friendly and informative approach is very inviting. The program's unique blend of educational and informative segments about vehicle care structured around promoting the dealership inventory, service department, and staff credibility to the public is the freshest thing to hit the market since the big internet automotive car buying services came along and changed the industry forever.

What's more is Speedy Car Finder bridges TV to the web where viewers can even go and watch previously aired shows and view more content about featured local dealerships. The program producers will also provide versions of your show for kiosk presentation at your dealership, auto shows, and malls or where ever you wish to reach buyers. The idea is geared towards constant visual marketing. Individual automotive dealers and groups may choose from one to three segments of non-conflicting brands or sponsor the whole half hour show. Speedy Finder Services will even provide media placement at your local TV stations.

Executive Producer of Speedy Finder Services television shows, Mr. Joseph Hargraves MS.Ed., CEO of Technology & Taste Productions LLC based in Connecticut is offering dealerships nationwide this innovative concept. "We plan to do for auto dealerships what home shopping television programming has done for the general merchandise market." The shows are available for immediate sponsorship and release for local broadcast in all regions of the country. Combining the power of television with the convenience of the Internet greatly broadens advertising exposure. Mr. Hargraves and team are also in the final stages of development on an automotive database driven search engine that promises to be another great tool for Speedy Car Finders, participating dealerships and members.

It will provide shopping resources to members similar to other big name Internet car buying services. Future



Speedy Finder Services plans include programming and web development for truck, motorcycle, recreational vehicle, and marine markets. To learn more about sponsorship packages and programming options, contact Technology & Taste Productions today @ 860-873-1099 or register at [www.speedycarfinder.com](http://www.speedycarfinder.com) where you can view the shows pilot online .

**Contact Information**

**Joseph Hargraves MS.Ed, Producer**

TECHNOLOGY & TASTE PRODUCTIONS

<http://www.speedycarfinder.com>

860-873-1099

**Online Web 2.0 Version**

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