



## **RacingJunk.com's Unique Honor Payment System Propels Growth - Now the #1 Online Racing Classified Ad Site**

*The results are in. RacingJunk.com, the free classified site that focuses exclusively on the needs of the racing community, is by far the top destination for racers and racing fans. The site, which has captured the hearts of performance racing enthusiasts in the U.S. and abroad, has seen phenomenal growth this past year. The winning formula behind this incomparable success is its Honor Payment system. According to Rob Adams, Director of Sales and Marketing for RacingJunk, "The big thing is you don't have to pay until you sell and unlike other online sites, you only pay if the service worked for you. The honor system keeps this community growing. In one short year, August 2003-04, RacingJunk.com grew from 13,000 to 46,000 members with 20,000 visitors a day, 600,000 a month and 14,000,000 monthly page views. Our site has 10,000+ ads with an average value of 250 million dollars daily and those figures are steadily increasing," he added.*

North Adams, MA ([PRWEB](#)) September 10, 2004 -- The results are in. RacingJunk.com, the free classified site that focuses exclusively on the needs of the racing community, is by far the top destination for racers and racing fans. The site, which has captured the hearts of performance racing enthusiasts in the U.S. and abroad, has seen phenomenal growth this past year. The winning formula behind this incomparable success is its Honor Payment system. According to Rob Adams, Director of Sales and Marketing for RacingJunk, "The big thing is you don't have to pay until you sell and unlike other online sites, you only pay if the service worked for you. The honor system keeps this community growing. In one short year, August 2003-04, RacingJunk.com grew from 13,000 to 46,000 members with 20,000 visitors a day, 600,000 a month and 14,000,000 monthly page views. Our site has 10,000+ ads with an average value of 250 million dollars daily and those figures are steadily increasing," he added.

"RacingJunk.com has charged ahead of other classified and auction sites because it is the voice of the consumer," said Paul Renaud, who co-founded the service with partner, Ryan Matuski. On any given day, a random search of RacingJunk, eBay motors and TraderOnline confirms that RacingJunk.com consistently has more performance racing products, more inventory than any of its competitors. The Web site's growth is due solely to user-satisfaction in the racing community. According to a July, 2004 survey of RacingJunk users (with 10% responding), 85% found the site by "word-of-mouth" with 84% saying they were satisfied with the direct buyer-seller community. Not surprisingly, 75% of those surveyed say their favorite feature of the service is the free listings and the honor payment system:

Thanks for this great site. I listed my 45' lounge trailer on Saturday and sold it on Thursday. My honor payment was made online. It was simple and easy to use and I got great results fast.

I would just like to thank you. I posted my ad about two weeks ago. On Saturday, a young man from St. Louis traveled over five hours to look at and purchase my trailer. Where else can you sell something so quickly? So once again thank you and your honor payment check will be in the mail this week. Thanks for your help.

I am truly pleased with the response and sale of my car! I am putting a check in the mail today! Racingjunk.com is the best experience I have ever had selling an automobile!



The co-founders have stayed true to their original concept of providing an online community where racing fans can buy and sell everything from the smallest racing parts to engines and complete cars. Matuski said, "We're the middleman—we're not an auction site and the buyer-seller contact is immediate. The second key is the Honor System payment. The service is free, with a suggested payment based on the amount of the sale, and sellers receive official RacingJunk gear for each honor payment we receive." RacingJunk.com provides a home for racers—a place where they can meet and trade with each other directly. In addition, RacingJunk's staff is on the phone and easy to reach—a rarity in the online classified and auction communities.

As the sales and members have grown steadily, the site is responding with the September launch of a new look and a range of new services. With an eye to the future and obvious enthusiasm for its success, the team at RacingJunk.com plans to stick with its time-tested winning formula. According to Renaud, "The honor payment will remain in place and the immediate contact between buyer and seller will not change." Sticking with a good track record—a smart move.

#### About Raceway Media, LLC

Raceway Media, a multimedia publishing company serving the racing industry, publishes a quarterly, full-color racing magazine serving the Northeast. RacingJunk.com, which is based in North Adams, MA, is the online classified Web site for the racing industry with more than 46,000 members and 600,000 visitors monthly. Raceway Media owns and operates RVJunk.com and BoatAds.com. It is in partnership with Boxcar Media, a regional multimedia Web design and marketing firm.

###



**Contact Information**

**Jeanne Feder**

Raceway Media, LLC

<http://www.RacingJunk.com>

413-663-3384

**Online Web 2.0 Version**

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