



carverdict.com.au
steering you in the right direction



Researching your car just got easier!

CarVerdict.com.au is an all new Australian automotive consumer website designed to assist Australian new car buyers in one of their most important purchasing decisions.

Car Verdict's goal is to provide new car buyers with a simple tool for researching and comparing their next new car purchase in a user friendly stress-free environment.

The website is the result of 12 months of technical design & development, analysing & segmenting the marketplace and listening to consumers through focus groups with new car buyers and new car owners. Car Verdict does not try to replace the experience of walking into a dealership, but rather provides consumers with relevant vehicle information they need to know before they physically shop around.

Key Features of the website include:

- Pricing, images, videos, an in-depth review and star rating on each model range
- Streamlined navigation to provide readers with simple stress-free browsing
- Detailed information on each vehicle's Design and Engineering, Interior features, Performance, Ride and Handling, Buying and Owning and the General Overview for the window shoppers.
- The homepage features the Best Buy from the popular segments and Most Popular searched vehicles.
- Suggestions of other vehicles from the same brand and a list of competitors that match the car being viewed by price range, body style and target market.

The launch of CarVerdict.com.au couldn't have come at a better time with a record month of sales for March 2010 reaching 92,086 units.

Choosing that new car is becoming more difficult with over 50 car brands in Australia representing over 300 model ranges with more than 2,000 vehicles for consumers to choose from.

Where and how would you start looking?

The answer is CarVerdict.com.au