

BuyYourCar.co.uk Named as UK Independent Car Sales Portal of the Year

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Press release from: [BuyYourCar](#)

Agency: **Context**



BuyYourCar, the UK's fastest growing independent car sales website (source: Hitwise), has been voted the 'UK Independent Online Car Sales Portal of the Year 2008' in the Institute of Transport Management Awards.

The awards recognise the success of companies making exceptional contributions to the transport industry, with BuyYourCar awarded for its growth and impact in the car sales market.

Patrick Sheedy, Media and PR director for the Institute of Transport Management, said: "BuyYourCar clearly emerged as the leader in its individual field. The company is the most progressive and expansive car sales portal, with a commanding presence in the UK market - demonstrating that a start-up company with the right product can easily adapt to satisfy changing customer profiles and needs."

Mr. Sheedy also added: "Although still very much in their infancy as a company, BuyYourCar has stood up to scrutiny and in our opinion, the company has out performed its rivals in every criterion examined. For my part I would like to congratulate the BuyYourCar team on its success and wish them continued success in the future."

Launched in 2006 BuyYourCar is the first site to offer customers the chance to compare used, new and lease cars in one place. BuyYourCar now attracts 20,000 unique visitors every day with page impressions reaching over 3.5 million a month.

Marketing manager for BuyYourCar, Daniel Philips said: “The assessment carried out by the Institute of Transport Management is particularly thorough and we are very proud to have come out of this process as an award winner. Over the past two years we have worked hard to provide both customers and dealers with a high quality, cost efficient service, that gives them greater flexibility and choice in their car buying and selling decisions.”

As well as a wide range of used cars from dealers across the UK, the site also allows car buyers to request personalised quotes for any make or model of new car, either through an outright purchase or the increasingly popular method of leasing, where they can compare the best prices available in the market.

BuyYourCar also features car reviews, as well as information on loans and insurance, enabling customers to compare cars, prices and services in one place. It also features advice on buying and selling a car, and on how to avoid the common scams that unsuspecting car buyers and sellers can fall foul to if they aren't aware.

BuyYourCar is the UK's fastest growing independent website for car sales and has already been placed in the Hitwise Top 10 for automotive classified websites. It provides consumers with a one-stop shop for buying new, used and leased cars, while enabling them to contact the seller directly to discuss details and agree the best possible price. For used-car dealers it provides cost-effective online promotion of their cars, with prices starting from just £60 per month for an unlimited number of cars to be featured on the site.

Debbie Williams
Context
Peak View
King Edward Street
Macclesfield
Cheshire
SK10 1AQ
01625511966
buyyourcar@contextpr.co.uk

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