



Media Release

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Carsguide.com.au launches new auto finance section

Carsguide.com.au today officially launched a new section designed especially for consumers seeking information and advice about car finance.

Incorporating a range of interactive tools and editorial content, the newly developed section offers users a reliable resource for when they are researching the car financing option which works best for them.

Content and interactivity available on the section includes:

- Information and advice about car loans, leases and other types of finance.
- Interactive tools and calculators including loan and lease calculators, interest rate comparison table and a car trade-in valuer.
- Consumers can submit questions to be answered by industry professionals
- Access to LoanLocator.com.au, a car finance broker specialising in a range of car finance options with a panel of both leading and specialist lenders.

According to a survey conducted by carsguide.com.au this year, amongst visitors to carsguide.com.au planning to buy a car in the next two years, more than half plan to borrow in some form to fund their next car purchase. However a large proportion of this group are showing signs of financial difficulties even before the additional burden of car finance.

Providing specific tools like car loan repayment calculators and information on additional costs to plan for, carsguide.com.au aims to give consumers the tools and information they need throughout the car buying process.

"Buying a car is a major financial decision for consumers, yet research found for some it can be more influenced by the emotion of the car itself than that amount consumers can afford, putting consumers at risk of spending above their means", says carsguide.com.au chief

executive officer, Ed Smith. "With 35% of consumers planning to buy a car over \$40,000 on their next car purchase this is a significant cost that requires planning and research on the consumer's behalf".

"We asked users what they were looking for in terms of information and advice about financing options and have tailored the section accordingly. People want trustworthy and unbiased information about borrowing options and how to fund their next car purchase, so the main focus for our section is to provide a resource for people to research and calculate the best loan option for them."

"Our finance section further extends on our commitment to being Australia's most comprehensive digital automotive publisher."

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About Carsguide.com.au

Carsguide.com.au is News Digital Media's national digital automotive brand featuring comprehensive news and reviews from Australia's leading motoring experts. Additionally, carsguide.com.au provides road tests, motoring tools and a marketplace for online classifieds. The site carries more than 70,000 listings. Carsguide.com.au is also available on mobile phone with carsguide.mobi – the businesses off-deck mobile offering.

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