



MyCars.ph makes auto trading easier, more accessible

The Philippine automotive industry has grown significantly in recent years that today's consumers are faced with an overwhelming range of choices and auto trading has become highly competitive and more complicated.

Recognizing the market's need for a more effective and convenient way to buy and sell cars, Get Sold Corporation has developed MyCars.ph, an online classifieds website for everything related to motoring.

The company, a joint venture between Summit Media and Ringier AG, is best known for introducing the successful real estate classifieds website, MyProperty.ph. Backed by two media powerhouses who provide marketing and technological expertise, it is committed to maintaining a website that's attuned to market needs by continuously investing in innovation.

With MyCars.ph, car buyers who visit the website will find that their search results are always specific to the type of vehicle they are looking for, whether brand-new or used. The listings are always detailed, updated, accessible 24/7, and offer a wide range of choices. For car sellers, the website provides a cost-effective means to offer their full inventory and reach a wider audience.

MyCars.ph is also partnered with known names in the automotive media industry, such as Top Gear Philippines, Auto Search Philippines, and Kotse.com. These partners enrich the car trading experience by offering related news and information.

According to Amina Rillo, General Manager of MyCars.ph, "Our team aims to bridge the gap between consumers and sellers in the automotive industry by providing them with a venue that is tailored specifically for cars."

To see for yourself how auto trading just got easier, visit www.mycars.ph on September 26.

Summit Media is the Philippines' leading magazine publishing company—with 21 magazine titles under its belt, it has also expanded into digital media, outside-of-home

media and consumer events. For the fourth straight year, Summit Media has also topped the nationwide TNS-Trends Newsstand Survey conducted in 2009. The company is also the co-owner of Jobstreet.com.ph, the country's leading online jobs portal.

Ringier AG is a multinational media company with around 8,000 employees in 10 countries in Asia and in Central and Eastern Europe. Worldwide, Ringier publishes more than 120 newspapers and magazines and produces and markets more than 20 TV programmes. The company also holds considerable stakes in television and radio stations and operates about 80 websites and mobile platforms. It has eleven printing plants. Ringier is a fifth-generation family company, founded in 1833.

For more information on Get Sold Corporation and MyCars.ph, call 4518888 local 1126 or visit www.mycars.ph.

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