

Oahu Publications Inc.

Hawaii's Largest Media Company



NEWS RELEASE

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OAHU PUBLICATIONS LAUNCHES HAWAIICARS.COM

Hawaii's Newest Marketplace for New, Used & Certified Pre-Owned Vehicles

HONOLULU – Buying and selling your vehicle in Hawaii just got a lot easier. In an effort to create an online auto marketplace specifically for Hawaii residents, Oahu Publications, Inc. (OPI), the publisher of the Honolulu Star-Advertiser, has launched **HawaiiCars.com**. The new Hawaii-focused website is geared toward local residents and provides users with a safe and secure place to post free vehicle sale listings, as well as to research and compare various makes and models.

The new HawaiiCars.com website allows private party vehicle sellers to post a free ad with information such as the make, model and price of their vehicle along with photos. Shoppers can browse and compare pre-owned listings from private party sellers as well as new vehicle inventories from local dealerships, all in one website.

Rather than spend hours searching and sifting through national websites, HawaiiCars.com speeds up the search and lessens the hassle by narrowing vehicle listings to only those in Hawaii. This unique geographic-specific feature enables private party sellers to reach potential vehicle buyers at a faster rate and allows buyers to only view and learn about vehicles that are of interest to them.

HawaiiCars.com has thousands of vehicles to choose from and helps sellers and buyers connect in a trustworthy and secure space. The website also allows users to build a new car to their specifications directly from dealerships in Hawaii.

(more)

"HawaiiCars.com is poised to become Hawaii's number one online resource for selling and buying a car or truck," said Dennis Francis, Oahu Publications president. "The ability of HawaiiCars.com to directly connect Hawaii vehicle sellers to buyers is extremely powerful. The added capability to research and learn about vehicles and comparison shop various vehicle makes and models on the same website will help Hawaii residents save time as they sell or search for the vehicle that is right for them or their family."

In recent years, OPI and its family of newspapers and magazines have built a strong reputation as a reliable source for Hawaii information and news, and developed useful online resources and services for Hawaii residents and visitors.

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Oahu Publications, Inc. is the parent company of The Honolulu Star-Advertiser, Hawaii's only statewide daily newspaper; The Garden Island, Kauai's daily newspaper; Hawaii Tribune-Herald and West Hawaii Today, Hawaii Island's daily newspapers; USA Today Hawaii Edition; MidWeek, Oahu's most widely distributed weekly publication and Hawaii.com, Hawaii's premier travel site. Oahu Publication's Magazine Division publishes HILuxury, Waikiki Magazine, 101 Things To Do, and a growing roster of community periodicals and in-room resort magazines.