



PowerSports Business Names CycleTrader.com as a Top Product and Services Award Winner

Cycle Trader, February 20, 2008

URL: <http://www.pr9.net/business/marketing/7394february.html>

The New CycleTrader.com Site is Named To The "Nifty 50" Products List for 2008

PR9.NET February 20, 2008 - NORFOLK, Virginia - Cycle Trader, the industry leader in motorcycle classifieds, today announced that its website, CycleTrader.com, has been selected by PowerSports Business Magazine as a "Nifty 50" recipient for 2008. The "Nifty 50" products list identifies the top products and services available in the powersports industry and range from consumer products to dealer services.

"We are so pleased that CycleTrader.com has been selected to appear in this year's list", said Jim Jensen, Brand Manager for Cycle Trader. "As the industry leader, we knew a simple redesign of the site would not do. We needed to add value and key functionality for the dealers and end-user alike. With this platform, individual classifieds are indexed by search engines, driving active buyers to Cycle Trader, to relevant classified ads, and even to dealer's websites. The redesign of CycleTrader.com was a total and complete transformation."

The new CycleTrader.com is graphically robust, making it extremely easy to navigate and find relevant information with minimal effort. "The site is optimized to serve up targeted content in quicker fashion," said Jensen. Further, Cycle Trader bridged the gap between its online and print products by integrating combination packages into its offerings. "By doing this we are giving dealers the opportunity to put their inventory in front of over 1.5 million users through CycleTrader.com while targeting local buyers through the tried-and-true legacy print magazines."

###

About Cycle Trader

CycleTrader.com is a division of Dominion Enterprises, a leading network of Web sites serving buyers and sellers in the new and used vehicle marketplace. Categories include boat, RV, collector and specialty vehicles, motorcycles, ATVs, equipment, and general merchandise. Dominion Enterprises' motorcycle and power sports publications include Cycle Trader® and Walneck's Classic Cycle Trader®.

Phone:	757-351-7994
FAX:	866-578-2892
Website:	http://www.cycletrader.com
E-Mail:	jim.jensen@dominionenterprises.com
Address:	150 Granby Steet 12th Floor Norfolk, VA 23510