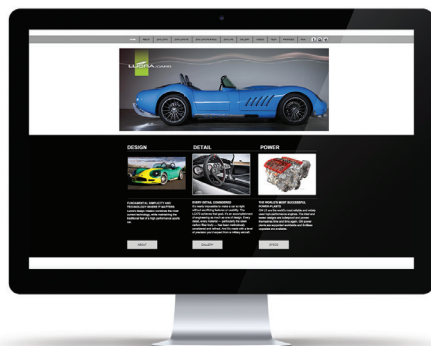


.Cars, .Car, and .Auto: The complete line of automotive domains



Lucra.Cars

LUCRA CARS | CUSTOM MADE PRODUCTION CARS
(previously *lucracars.com*)



Sunrise Period

DECEMBER 9, 2015 – JANUARY 12, 2016
Trademark holder exclusive



Early Access Period

JANUARY 12 – 20, 2016
Public priority registration



General Availability

JANUARY 20, 2016
Open to the general public

Suggested retail price: \$2,500 USD

In the United States alone, 54 million cars were sold in 2014, representing \$1.1 trillion in sales. Most sales are generated from online marketing.

Businesses of all types and sizes – from dealerships to manufacturers – can now establish an authoritative, memorable web presence on .Cars, .Car, and .Auto domains:

- ✓ Manufacturers
- ✓ Suppliers & vendors
- ✓ New car dealers
- ✓ Independent car dealers
- ✓ Body shops & mechanics
- ✓ Insurance
- ✓ Media
- ✓ Enthusiasts
- ✓ Community initiatives

Automotive marketing starts with a domain

.Cars, .Car, and .Auto domains provide a cohesive web presence for a sophisticated, forward-thinking industry:

Category	Original Domain	Upgraded Domain
Manufacturer	Brand-Motors.com Brand-MotorsUSA.com Brand.com/us/en/Content/Why-Brand Brand.com/en/Brand/Lifestyle/Lifestyle-Overview	Brand.Auto Brand.Cars WhyBrand.Cars Slogan.Auto
Models & lineup	Brand.com/Models/Model-Trim Brand.com/Shop/Find-Match/Model/Results Automobiles.Brand.com/Model/2016	Model.Car ShopModel.Car 2016Model.Car
Owner's portal	Drivers.Brand.com/BrandDrivers/Home Owners.Brand.com/Vehicles/Model/Information	MyBrand.Cars MyModel.Car
Technology	Brand.com/Experience_Brand/Concept_Cars Brand.com/USA/Innovation/Technology	BrandConcept.Cars BrandTechnology.Auto
Dealer groups	DealerGroupInc.com DealerAutomotiveGroup.com DealerAutomotive.com	Dealer.Cars DealerAG.Cars Dealer.Auto
Dealerships	SmithGroupBrand.com BrandOfHouston.com PetersonLuxuryCars.com	SmithBrand.Auto Houston.Cars Luxury.Cars
Suppliers & vendors	BrandTires.com TurbochargerProfessionals.com TurnerAutoParts.com/Technologies/Batteries	Brand.Auto Turbocharger.Cars TurnerBatteries.Auto
Enthusiast groups	MotortopiaSantaMonica.com PCALasVegas.org	Motortopia.Cars PCA.Auto

** Reports for your clients with tailored domain suggestions are available upon request*