

## CAR Magazine and Gumtree partner for new venture

With upwards of 200,000 vehicle listings on the site at any given time, Gumtree can be considered South Africa's biggest virtual car lot. Because their automobile sector is so large, it only makes sense that they would decide to take advantage of the country's thriving second-hand car market and create a whole new social presence to converse with those automotive fans and the everyday South Africans looking to buy or sell a car.



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Introducing Gumtree Auto ZA – a space for anyone from the single mom to the petrol head to converse, ask questions and receive advice on a wide range of vehicles and learn helpful tips and tools to help them in their journey to find a new-to-them, second-hand car. The new social profiles on both Facebook and Twitter will launch next week featuring an exciting new partnership with *CAR Magazine South Africa*.

“The opportunity to bring together South Africa's biggest motoring magazine with the biggest automotive showroom in South Africa was something we could not pass up,” says Neil Piper, publisher and director of *CAR Magazine South Africa*.

While the Gumtree Auto ZA profiles will feature useful tips and how-tos, there will be no lack of entertainment mixing in videos and keeping you in the loop with upcoming car releases and car-happenings nationwide.

“We’re quite excited about this amazing opportunity to educate and aid South Africans in their journey to buy or sell their cars,” says Jeff Osborne automotive head at Gumtree South Africa. “We’ve formed such a great relationship with *CAR*

*Magazine* and there are some exciting things on the way.”

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