



FOR IMMEDIATE RELEASE

Online car buying service stops dealer hijinks; delivers real savings to new car buyers

Vancouver, British Columbia - January 20, 2010...BestPriceExpress.ca, a growing online car buying service, saves Canadian new car buyers time, frustration and price haggling normally required when purchasing new vehicles. Available nationwide, visitors to BestPriceExpress.ca can build and order any make or model new car directly online. The result is a cost-efficient, stress-free car-buying experience.

“BestPriceExpress.ca represents a major change and is designed to streamline the car buying process,” says founder, Randy Purcell who is no stranger to introducing new ideas to big-ticket markets. In 1989, Purcell founded a real estate sales software company known as Top Producer Systems, growing it into the world’s number one online sales tool for Realtors. BestPriceExpress.ca simplifies the car buying process to get consumers the best price and eliminate the anxiety commonly experienced when buying new cars.

Each new car order at BestPriceExpress.ca is matched with a brand specialist who consults directly with the consumer, locates the vehicle and negotiates the lowest price. Negotiating on the clients’ behalf sets BestPriceExpress.ca apart from other online car buying sites that promise price quotes but instead sell personal contact information to multiple dealerships. The service insulates customers from this practice as well as other high-pressure sales tactics.

The service couldn’t have come at a better time according to Purcell, “Many car buyers assume the slow economy will force dealers to reduce prices, but the opposite is taking place. Dealers are selling fewer units and are actually under pressure to maximize profit on every unit sold. As a result, add-on fees also become more important to a dealers bottom line. Consumers are lured in by attractive incentives but most of that money comes back to the dealer in extra fees before the car leaves the lot.”

“While there are many reputable dealerships, the number pushing the envelope can be measured in terms of consumer complaints,” says Purcell. “According to the Canadian Better Business Bureau, since 2004 complaints have risen by over 127%. But avoiding high-pressure sales tactics is just one reason consumers are quick to adopt our services. New car buyers, both women and men, appreciate the convenience and cost efficiency of having their new vehicle professionally negotiated.

BestPriceExpress.ca uses a low flat fee to eliminate the commission sales process that often stands in the way of consumers getting the lowest price on new cars. The BestPriceExpress.ca flat fee to the consumer is \$95 to \$195, based on the price of the vehicle with the dealer being charged an equivalent marketing fee. Consumers typically save anywhere from \$700 to \$5,000 more than they could on their own, depending on the make and model.

The service automatically combines and strengthens the purchasing power of consumers, which stimulates dealer competition to drive prices lower. BestPriceExpress.ca eliminates surprise fees, like documentation and administration fees that are revealed only at the last minute, escalating the final cost. BestPriceExpress.ca customers receive a firm all-in drive-away price before they pick up their car. All manufacturer incentives, rebates and warranties apply and vehicles are paid for and picked up at local authorized new car dealerships.

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National Car Buying Service

Company Backgrounder

BestPriceExpress.ca is an online automotive purchasing agency. The company represents consumers in conveniently acquiring new cars or trucks at the best possible price. It accomplishes this task by providing a completely transparent flat-fee service combined with online shopping convenience.

BestPriceExpress.ca site development began in spring 2008 and went live -- serving its first customers in January of 2009. A major advance in new car buying, BestPriceExpress.ca brings a much overdue concept – buying an automobile online – to the stuck-in-the-mud industry of new car dealership sales.

Company founder, Randy Purcell, in 1989 founded Top Producer Systems, a real estate sales software company he grew into the world's number one online sales tool for Realtors. After signing up over 100,000 Realtors across North America to the new system, Purcell sold Top Producer to Move.com, a NASDAQ publicly traded company in a transaction valued at \$24 Million USD.

BestPriceExpress.ca co-founder and VP, Michelle Freeman, is a Top Producer alumnus who spent eight years with the office of the B.C. Attorney General.

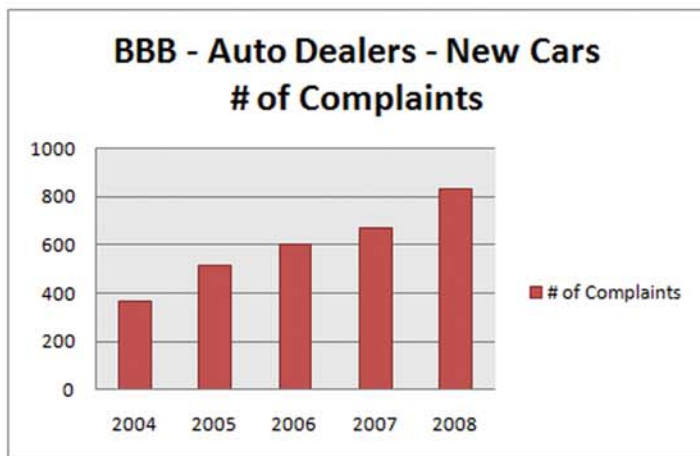
BestPriceExpress.ca is unique in that it is a wholly independent company, with absolutely no corporate ties to a particular automaker or dealership group. Instead, the company has worked at building a network of preferred automobile dealerships to provide BestPriceExpress.ca clients with best in market discount pricing. Dealerships are qualified or disqualified based on the quality of delivery and service provided to customers.

Through BestPriceExpress.ca, Canadians for the first time ever, have a method by which to effectively aggregate their automobile purchasing power and command better pricing. Within its first six months of operation, the large volume of consumers ordering cars through the automated portal have created a collective buying volume that car dealers can not afford to ignore. The BestPriceExpress.ca Canadian preferred dealer network includes numerous dealers for Honda, Toyota, Mazda, Subaru, Volvo, Hyundai, Kia, Mini, Mercedes, BMW, GM, Ford, Chrysler/Jeep and more.

The BestPriceExpress.ca strategy benefits new car buyers, through lower prices, and participating dealerships, by giving them a consistent stream of additional sales. Participating dealers lower their commission sales costs, grow their market share, add to bottom line profits, and accelerate the movement of inventory off their lots.

Located in Vancouver BC, the BestPriceExpress.ca portal and 800-line call centre assist new car buyers anywhere in Canada. The company has an A level rating with the Better Business Bureau and is currently working on expansion of its services to the U.S. market.

Consumer Surveys Indicate Growing Customer Dissatisfaction with Dealerships Selling New Cars



Canada's Better Business Bureau

(BBB - a private, non-profit organization developed to monitor and report marketplace activities to the public) recently released stats on industries and service segments that annually received the most consumer complaints. New car dealers have held a top five position five consecutive years and in the same time frame complaints directed at dealers have increased 127%.



J.D. Power and Associates 2009

Sales Satisfaction Index (SSI) Study finds that more than one in five shoppers who leave a dealership without purchasing a vehicle do so because they experienced poor treatment or dealer performance issues such as pricing games, sales pressure tactics or discourteous treatment.



Automobile Protection Association

(APA - membership based non-profit association dedicated to promoting consumer interests in the marketplace) launched an undercover investigation involving new car dealers in four major cities across Canada and failed 45% of the 42 dealerships visited. Researchers posing as regular shoppers cited misleading advertising and excessive fees as reasons for the high disapproval rating.

Best Price
Express[™]
NATIONAL CAR BUYING SERVICE



3 Quick, Easy Steps To Buying A New Car Stress-Free.

1 PICK IT →



Go ahead, research online and pick the new car you want, Honda, Toyota, Mazda, Subaru, Volvo, Hyundai, Kia, Mini, Mercedes, BMW, GM, Ford, Chrysler/Jeep, it doesn't matter. This is the fun part – enjoy it! Take a test spin at a dealership if you like but don't sign anything – find us online instead: BestPriceExpress.ca.

2 PREP IT →



Tell us exactly how you want that new car put together – accessories, power packages – load up or strip down, your choice. We do the heavy lifting, the part most people detest about buying a new car – haggling with the dealership knowing there's a better price to be had. We get that best price for you. We let you carry on with your day and sleep easy at night.

3 PICK IT UP



And the very best part is tripping into the dealership with the best price already locked in. Regular warranties and servicing apply and nobody tries to sell you more undercoating. Soon the keys are in your hands and you're down the road breathing in eau de new car.

THE BEST PRICE EXPRESS GUARANTEE: BestPriceExpress.ca is a 100% guaranteed risk-free service. If we do not negotiate the best price for the vehicle requested within the agreed-to target price range, or if for some reason the model applied for is not available, your money will be refunded.



Visit BestPriceExpress.ca or call 1-888-988-3977 or visit us at 11631 Bridgeport Road Richmond, BC

Best Price[®]
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