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Q-tips, Kleenex, Band-Aids...and Swapalease

(CINCINNATI, Ohio, June 29, 2009): With the global recession on everyone's minds, the idea of "swapping" to save money is growing in popularity. [Auto lease swaps](#), in particular, are on the rise all over the U.S., says [Swapalease.com](#), the world's largest auto lease marketplace. In fact, Swapalease.com has become so popular that the term "lease swap," which was branded by the company in the late nineties, has become synonymous with lease transfer.

Similar to Q-tips, Kleenex and Band-Aids, the genericized term "lease swap" demonstrates how successful Swapalease.com has become as others in the market and mainstream media often use it interchangeably with lease assumption or lease transfer.

Swapalease.com pioneered the facilitation of lease transfers online ten years ago and uses a patented process to help those looking to exit their car lease early find a qualified buyer to take over the remaining payments. Particularly with the state of the economy, where uncertainty is rampant, the company is seeing increased interest on both the buyer and seller sides of the lease swap transaction. Leasing companies and consumers alike are benefiting.

Lease swaps are a win-win-win solution for the buyer, seller and leasing company because everyone saves on their bottom line. This is the most cost effective option for those looking to [get out of their lease without penalty](#) and the consumer who assumes the lease gets low monthly payments and sometimes even a cash incentive upfront.

Swapalease.com officials note that almost anyone can 'swap 'til they drop' on their site, even those who do not currently have a lease.

"In order to swap your lease, consumers need not have a lease themselves," says Scot Hall, EVP of Operations for Swapalease.com. "Although the possibility is there, a true swap between two individuals rarely occurs on our site. Some consumers turn to Swapalease.com to walk away from their lease early, while others come to the site simply looking to [find a new car with no money down](#) and a shorter term commitment."

For more information, visit www.swapalease.com.

About Swapalease.com: Swapalease.com is the world's largest automotive lease marketplace and the pioneer in facilitating lease transfers online. First conceptualized in 1997, Swapalease.com has evolved into a leading automotive consumer online destination servicing all aspects of the automotive leasing lifecycle. The company is headquartered in Cincinnati, Ohio. For more information, call 866-SWAPNOW or visit www.swapalease.com.

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