

Swapalease.com Going Green

Cincinnati, Ohio February 20, 2008

Reacting to changing market conditions Swapalease.com improves user experience by including a new search category permitting lease seekers to target environmentally friendly vehicles. Swapalease.com users may now search the “Green” category utilizing various criteria consistent with earth conscience vehicles.

Swapalease.com states that “Green” results are intended to help lease buyers locate vehicles that are making an effort to reduce their ecological footprint. A combination of the following will be taken into consideration to qualify including alternative fuels, emissions, MPG, and recyclability. Management concedes the new search category may yield some initially surprising or non-traditional “Green” vehicle results.

For instance, many automotive consumers may not realize that GM is now offering a full size sport utility vehicle with a hybrid option netting significantly better than average fuel economy when compared to the competition. With hybrid vehicles now accounting for 2 percent of the new vehicle market more traditional “Green” vehicles such as the Toyota Prius will be represented, as well.

Automakers today consider environmental impact when choosing materials and designing manufacturing processes. For years BMW has marketed the fact that the vehicles they produce are environmentally friendly at the end of the product life cycle. The German automaker accomplishes this through extensive use of easily recyclable plastics and the use of non-toxic finishing materials primarily.

Speaking of performance oriented vehicles one should not jump to the conclusion that “Green” vehicles equate to low performance. A well known example of this is the 2008 Chevrolet Corvette that is rated at 26 MPG while producing in excess of 400 horsepower. Another example is the much publicized fully electric Tesla Roadster capable of 0 to 60 in approximately 4 seconds as claimed by the manufacturer.

Swapalease.com is the world’s largest automotive lease marketplace and the pioneer of facilitating lease transfers online as evidenced by the company’s patented processes. Conceptualized in 1997 it has evolved into a leading automotive consumer online destination servicing all aspects of the automotive leasing lifecycle including education, research, pricing, acquisition and lease transfer.

Swapalease.com has been featured in stories by CNN, MSNBC, Time and the Wall Street Journal as well as cited by leading search engine provider, Google.com as an online marketing case study.

The company is headquartered in Cincinnati, Ohio, and is privately held. For more information please call 866-SWAPNOW (866-792-7669).

Note to editors, Mr. Hall is available for interviews.