

Swapalease.com: Thousands of Automotive Leases Available

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Swapalease.com announces they have thousands of leases presently available throughout the country. In fact, 2008 quarter three results show proportionate growth in new listings, lease buyer registrations, and transfer initiations. Leasing continues to be a financially viable alternative for automotive consumers and the Swapalease.com marketplace permits even greater value through flexibility. Consumers on both sides of the lease transfer equation, those wishing to enter as well as those wanting to exit leases, can save a great deal of money when compared to other alternatives.

Management attributes growth to the company's focus on cost effectively reaching new users through both online and traditional marketing efforts. Additionally, economic factors have significantly influenced automotive leasing on several tiers. First, the general economic uncertainty created by falling markets. Second, domestic lease penetration has decreased stemming from a pull back in subvented leases by captive finance arms. Third, and to a lesser extent due to most lessees having above average credit, consumer credit market limitations.

The ability to transfer leases online at the Swapalease.com web site provides automotive consumers' options that help mitigate economic factors. For instance, uncertain economic conditions translate to consumers valuing the flexibility afforded by entering and exiting leases midterm. Also, Swapalease.com has an outstanding selection of domestic vehicles available that benefit from previously manufacturer subsidized leases. Should domestic automotive sales continue to decline it is likely that a new leasing push will surface and captive finance companies will reevaluate lease strategy. Perhaps Swapalease.com will bridge the gap created by the before and after in domestic lease availability?

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, USA Today 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).