

More *Cars in Action* online

Cars in Action magazine has undergone a revamp in line with the arrival with its online edition carsinaction.co.za, which launched yesterday Tuesday, 8 April 2008. The new site carries all the title's popular highlights and much more, and is designed as to work hand-in-hand with the magazine and its long-time news partner, motoring.iafrica.com.



www.carsinaction.co.za was specifically developed from the ground up around a purpose-built backroom and a unique look and feel. It provides readers with up-to-the minute Internet coverage of all the latest new car launches and current motoring and motorsport news, while also serving as a database and archive to *Cars in Action's* historical testing and information database.

"We have watched Internet motoring offerings develop the over the years," *Cars in Action* publisher Michele Lupini points out. "There have been a few hugely successful motoring websites over the years and a whole lot more flops, with the majority somewhere in between, so we've had quite a few case studies to our disposal.

What the reader wants

"So when we set about to establish a dedicated site for *Cars in Action*, we identified exactly what we believed the reader wants – a simple, interesting and entertaining site that's easy to navigate, opens and loads quickly and provides professionally prepared and meaningful content that is regularly and efficiently updated.

"To that end, we developed *Cars in Action* Online from the ground up to our exact wants and needs – we do not rely on the popular and monotonous templates that many rivals do." Lupini adds. "South Africa now part of the broadband world – it made no sense to develop such a site for a dialup community, but things have changed and we're set and ready to take best advantage of that progress..."

A fully interactive version of the magazine's highly popular Demons & Angels database is a *Cars in Action Online* highlight, along with historic records *Cars in Action's* Top Twenty, Ten Best, Dirty Dozen and international new car price Index. All

current on-shelf *Cars in Action* road tests and articles will also be complemented by additional downloadable *Cars in Action* Online data, audio and visual effects.

For more, visit: <https://www.bizcommunity.com>