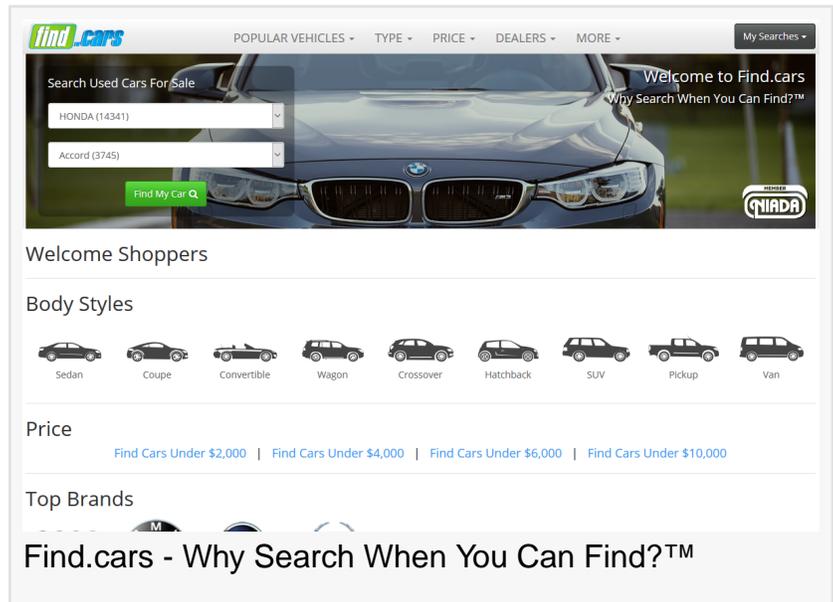


# From Domain Registration to Savvy New Tech Site, Company Launches New .Cars URL

*New site challenges auto industry sites with aim to change way consumers find cars for sale.*

COMMACK, NEW YORK, USA, May 16, 2017 /EINPresswire.com/ -- COMMACK, NEW YORK, UNITED STATES - Find.cars, a DBA of Long Island Media Inc., a Long Island media company, has announced the re-launch of its new mobile friendly website and new web address.

“Find Cars”, offers a unique online service sporting an equally unique and intriguing URL address ([www.find.cars](http://www.find.cars)). Find Cars adds simple yet useful services for consumers where participating dealers showcase cars for sale on the services website; local shoppers find cars in their region, simple.



The web sites’ address was registered by Long Island Media Inc., after a new initiative was rolled out by the Internet Corporation for Assigned Names and Numbers (ICANN) to expand the domain name system by adding new ending web addresses commonly referred to in tech-circles as new ‘gTLDs’.

“

Like many other gTLDs there were, and still are, lots of premium URLs being snatched-up by companies around the globe yet .cars looked especially unique to us”

*John Colascione*

General availability for the .cars web addresses opened up on January 20, 2016; the day Find.cars was registered. To date, more than 1,000 new domain addresses have been rolled out, resulting in over 28 million new domain names registered worldwide, according to the Domain Name Association.

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premium URLs being snatched-up by companies around the globe yet .cars looked especially unique to us - so we took it upon ourselves to secure a great catchy domain that would make our service easier to find and easier to immediately understand its purpose while also utilizing its new buzz-worthy, industry intrigue as a marketing edge – it’s working” said John Colascione, CEO, of Long Island Media Inc.

“Additionally, we have overhauled the entire website with a new smoother responsive look and feel as well as added many new helpful features which make it simply easier to find cars such as saved

favorites and historical search data. As a provider, this new platform also allows us to launch replicated mini-sites across the nation on any URL we choose with the click of a button. This competitive edge, along with our catchy new name, will allow us to grow in other regional markets as we have in our own territory, the Long Island region.” Colascione added.

Unlike more common URLs such as .com, .net and .org, typically registered at or near \$10 per year, new gTLD registration prices are set by the individual registrar offering them with prices varying greatly. The .Cars domain registrations are \$2,888.88 per year and come with a \$2,888.88 renewal fee at their sponsoring registrar, [Uniregistry](#).

Long Island Media Inc., DBA, Find Cars, has registered a federal trademark for the service listed in the United States Patent and Trademark Office as “[WHY SEARCH WHEN YOU CAN FIND](#)” Serial Number 87163350, which application has been published for opposition on April 18, 2017.

#### About Find Cars

Find Cars, DBA, Long Island Media Inc., is a separate division of a corporation registered in State of New York which primary serves over 500 customers as an advertising agency. The Find Cars services were started in 2016 based off a 2012 automotive industry shift by founding officers and focuses primarily on advertising used vehicles for sale in the Long Island region where it is further supported by a print product called Long Island Used Cars. “Find Cars” is the corporations’ national endeavor to launch its automotive technology and services across the nation. For more information on Find Cars please call (631) 592-4425 or visit [www.find.cars](http://www.find.cars)

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