

Search Results for Google

March 08, 2005 04:00 PM US Eastern Timezone

## **Forbes.com To Launch ForbesAutos.com For The Luxury Automotive Market; ForbesAutos.com Appoints Mary S. Butler As Editor**

NEW YORK--(BUSINESS WIRE)--March 8, 2005--Forbes.com today announced plans to launch ForbesAutos.com ([www.forbesautos.com](http://www.forbesautos.com)), a new site geared to the luxury automotive market. ForbesAutos.com will offer luxury automotive buyers unsurpassed information and site functionality to enhance and improve the automotive decision-making and purchase process. Mary S. Butler was appointed editor of the new site, which the Company plans to launch in May 2005.

ForbesAutos.com is designed to serve as an online personal shopper for luxury automotive buyers. The site will be rich in editorial content and provide dedicated services specifically tailored to the affluent buyer. Site visitors will enjoy unrivalled access to the most comprehensive information and tools available that will help guide them through the luxury automotive purchase-making process, including: choosing, locating, pricing, financing, buying and insuring a luxury vehicle. Features will include:

- Finding luxury vehicles by make or model
- Best Deals/Incentives
- Best Prices
- Reviews of Near Luxury, Luxury and "It" Cars
- Decision Guides
- Insurance

"We're excited to launch a site devoted to purchasers of luxury vehicles," said Jim Spanfeller, president and CEO, Forbes.com. "Our understanding of - and reach into - the affluent consumer base online, uniquely positions us to offer the right mix of independent, authoritative and trustworthy advice that consumers already associate with the Forbes.com brand."

Butler joins ForbesAutos.com from cars.com, where she was most recently managing editor, and where she was also senior editor and one of the producers that helped launch the site in 1998. Previously, she was senior Internet editor at Consumers Digest and Your Money. She also held associate and assistant editorial positions at the magazines. An expert on auto shopping and personal finance, she is a frequent and popular guest on national and cable television, and is a regular contributor to numerous print and online business and consumer publications.

"Mary brings tremendous experience and professional success in the online automotive sector, and we're thrilled to have someone of her caliber join ForbesAutos.com as the site's editor," added Spanfeller.

About Forbes.com

Forbes.com Inc. ([www.forbes.com](http://www.forbes.com)), home page for the world's business leaders and the No. 1 business site on the Web, is among the most trusted resources for senior business executives, providing them the uncompromising commentary, concise analysis, relevant tools, community and real-time reporting they need to succeed at work, profit from investing and have fun with the rewards of winning. Throughout the business day Forbes.com publishes more than 1,500 articles, delivering the best of Forbes journalism and that of its selected partners with all the immediacy, depth and interactivity that the Web allows. In fact, more people get their business news on Forbes.com than any other source in the world - covering business, technology, markets, personal finance and lifestyle, with streaming video broadcasts several times a day. Voted "Best Media Website" in 2003 by the Web Marketing Association, and min's Best of the Web winner for "Editorial Excellence" in the consumer category in 2003 and 2004, Forbes.com continues to set industry standards for its innovative advertising offerings, and for its award-winning journalism.

### **Contacts**

Forbes.com  
Emily Kutner, 212-366-8962  
[ekutner@forbes.net](mailto:ekutner@forbes.net)

